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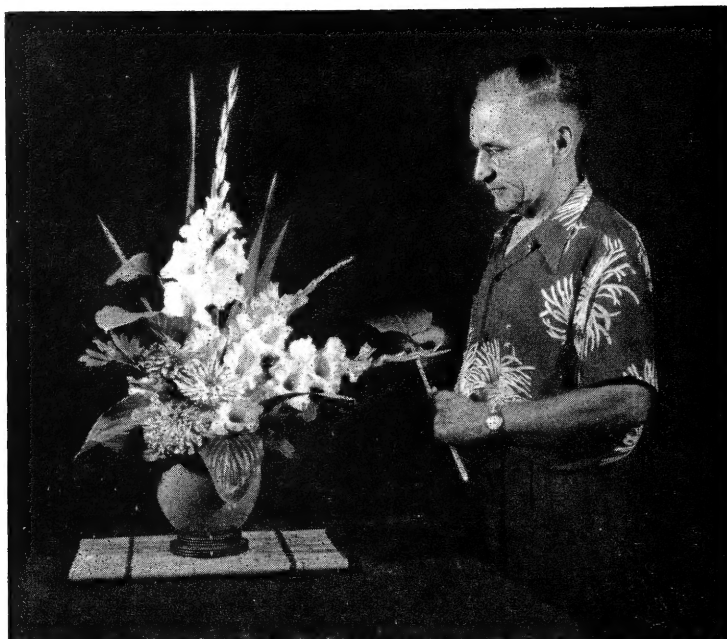
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GLADS  
for  
1952

A STARKER ARRANGEMENT OF SOUTHERN BELLE

*Noweta Gardens*  
ST. CHARLES  
MINNESOTA



## Living Pictures by Carl Starker

[Glads are not the easiest flowers to arrange. They are, however, one of the most rewarding. When integrated into an artistic composition by a master hand, they are scarcely to be surpassed. Where else can you find such inherent drama, such exuberant, lavish, and varied color?

Recognizing our own limitations as arrangement artists and sensing the high potentiality of glads as arrangement material, we invited Carl Starker of Oregon to come to Minnesota last summer to show us what could be done with glads. He made up several dozen really stunning compositions, ten of which are reproduced in color in this catalog. More will follow next year.

Mr. Starker, who is widely recognized throughout America as an outstanding floral artist, is the author of a book entitled **Western Flower Arrangement**, which is rated by **Popular Gardening** as one of the "100 best books for a horticultural library". This may be ordered direct from the author at Jennings' Lodge, Oregon. The price is \$2.50.

At our request Mr. Starker has kindly sent us the following illuminating analysis of the art of flower arrangement for use in this catalog. We are delighted to bring to our friends and customers such a fascinating and invaluable article to help them get the most enjoyment out of their glads.

What follows is by Carl Starker.—C. F.]

Flower arrangement is a creative art, just as painting or sculpture are, and the same principles that obtain in these arts are found in flower arrangement. We need balance, proportion, rhythm, proper scale, focal point, etc., to make a satisfying ensemble.

If you are to practice the art of flower arrangement, the first thing to consider is the question of containers. You cannot expect to make interesting and beautiful arrangements unless you have containers which have good lines and pleasing shapes. This does not mean that you must spend a lot of money on them, for they often can be had quite reasonably, but they must be chosen carefully, and never purchased simply because they are a bargain.

In buying containers, always keep in mind the place where you intend to use them. If your house is a

modern one with low ceilings, you will want vases of a different type from those you would use in a large, old, high-ceilinged house. You should also think of your color scheme, and not buy containers which will strike a jarring note with your drapes or upholstery.

It is much better to have a few really good containers than many mediocre ones. Keep an eye out for interesting shapes, textures and colors.

Any container too conspicuous in form, color, or texture is not desirable. Ornateness of shape or decoration will detract from the flower and call undue attention to the container. Your container should be like a piano accompaniment to a violin or vocal solo: an element which is necessary to its completeness, but one which you feel unconsciously. Tricky shapes and striking colors have a limited scope of usefulness. Pottery containers of simple shape and dull or warm, soft colors are easiest to use. Metal containers are a bit more difficult. Avoid a bright, highly polished vase. It will have too many highlights and reflections which will make it difficult to produce a unified, satisfying picture.

Beware of containers with too small openings. They will not hold enough flowers, and it is almost impossible to get a good arrangement when stems are too crowded. If your water surface is large enough so that considerable water is exposed to the air, the flowers will last longer.

The important thing about holders is to select one in harmony with the vase: heavy enough to hold the flowers, but simple enough to be unnoticed in the arrangement. Needle holders are always good. They can be stuck down with plastacine, which will hold well if applied to a dry surface. In using small or wiry stemmed material the use of rubber bands is advised. Make a grouping of several stems, secure with the rubber band, and insert as one element. With deep glass containers crushed chicken wire makes a good holder, or narrow strips of sheet lead can be wound around several stems and hooked over the edge of a narrow necked container. Whatever sort of holder you use, be sure it is invisible in the finished

(Continued on page 8)



# Our Introductions for 1952

**Nordic Queen** (540) (Fischer, 1952) (85 days) (Greta Garbo x Elizabeth the Queen) (Seedling No. 148-45)

A new queen reigns in the glad world with the coronation by critical acclaim of this classically perfect, supremely beautiful new pastel. Nordic Queen is one of those glads which are so distinctive, so outstanding that they practically name themselves. In viewing its blond, feminine pulchritude, one thinks instinctively of the highest type of Nordic beauty—of a flaxen-haired, pink-cheeked Scandinavian princess—of a countenance bespeaking at once both character and charm.

While it is a labor of love to describe such a wonderful glad, one feels peculiarly stumped in trying to put its beauty into words. Though our engraver did the best he could (see page 5), he was stumped, too. These exquisite pastels of supremely subtle coloring, so much of whose beauty lies in substance and sheen, simply cannot be reproduced adequately in a color plate.

Actually, Nordic Queen is a soft, glowing flesh-pink, blending to a creamy-yellow throat. That may sound commonplace; actually there is nothing else like it in the entire glad world. The variety C. D. Fortnam (which was thrice voted the most beautiful glad at the Eastern International Glad Show at Binghamton, N.Y.) comes closest to it, but Nordic Queen is slightly pinker and, of course, much larger. It has exceptional substance, a glistening sheen, and a delightful casual fluting. Indeed, its beauty of form is most lavish, strong midribs giving style and character to its unusually broad petals. Older fans who remember the delicate perfection of Prestgard's Lotus, can think of Nordic Queen as a much larger, warmer-toned, and ruffled Lotus.

Nordic Queen is a full sister of the famous Evangeline. Though a very tall glad, it is not quite as tall as Evangeline (which is often the tallest in the field), but it does have a great advantage over Evangeline in its perfect regularity of placement. It produces about the same number of bulblets as Evangeline (making it, I would say, a moderate propagator), but the bulblets grow with extraordinary vigor.

I depend on the judgment of my friends and fellow glad fans a good deal in deciding which seedlings to introduce. We usually hold an informal meeting during the blooming season to decide. In a secret ballot Nordic Queen was voted first place among the Noweta seedlings available for introduction this year, and in a second secret ballot, embracing all the glads in commerce, it rated a place in the mythical "First Ten" along with such "greats" as Burma, Dieppe, and Tivoli. I personally consider Nordic Queen one of the finest all-around glads Noweta Gardens has ever introduced. It is on a par with Noweta Rose and Friendship and in a color section—the flesh pinks—heretofore almost devoid of representation.

We have bloomed this topmost beauty for seven years in order to bring it to you at such a modest introductory price. Although we expect a heavy run on this variety, we are imposing no limitation on the number of bulbs available per customer. If you prefer large bulbs, however, we advise you to get your order in early. Nordic Queen is nevertheless a superb bloomer from even medium-sized bulbs.

Any size, each, \$2; 6 for \$10; 12 for \$20.  
1L, 1M, 1S, 10 Blbts. for \$6.  
5L, 5M, 15S, 100 Blbts. for \$40.  
½ pint bulblets for \$150.

**Southern Belle** (442) (Fischer, 1952) (75 days) (Friendship x Dawn Glow) (Seedling No. 238-47)

If Nordic Queen is the platinum blonde of the glad world, then this sparkling, fresh-toned pink with snowy throat and silver picoteeing is the Southern Belle. We like our introductions to have lots of personality, so that once seen they will stand out in the viewer's recollection. Though there are countless pink glads, surely no one would fail to remember such a striking one as Southern Belle! We thought it worthy of a place on our front cover, though our engraver somewhat overdid the pink and failed to catch the picoteeing.

The first seedling we have offered that was derived from Friendship, Southern Belle may be described as a taller, larger glad than Friendship and of a somewhat deeper and slightly warmer tint of pink. In addition to its sparkling pink color and contrasty white throat, Southern Belle has a narrow petal-margin of shimmering silver. This picoteeing is very soft and light—just a delicate pearly flush about a sixteenth of an inch wide. In no sense of the word is it a smoky picoteeing. The effect is quite decorative and original.

Southern Belle is an ace performer, producing massive, yet graceful and stretchy show spikes with assembly-line regularity. A glad of superlative health and a splendid propagator. A worthy offspring of a great variety. With Nordic Queen it makes a pair of stalwart, yet classically beautiful, introductions.

We had not planned to introduce this seedling this year, but runaway propagation made it possible. Since we did not plan to introduce it, we did not send out any trial bulbs and hence have no comments from other growers. Southern Belle is such a vivid, fresh tone of pink, however, and such an impressive spike maker, that we feel that its popularity is assured. Southern Belle is as much a queen in its own right as Nordic Queen!

Any size, each, \$2; 6 for \$10; 12 for \$20.  
1L, 1M, 1S, 10 Blbts. for \$6.  
5L, 5M, 15S, 100 Blbts. for \$40.  
½ pint bulblets for \$150.

**Crusader** (301) (Fischer, 1952) (65 days) ((Rose O'Day x Legend) X (Elizabeth the Queen x Lavender & Gold)) (Seedling No. 8-47)

Our color plate of Crusader (Page 32) is so accurate that it seems superfluous to paint much of a word picture of this fine introduction.

As an orchid-throated glad, Crusader is tops. Its large, velvety purple throat makes a flashing contrast with the snowy-white ground. It is far and away the most striking blotched white glad that I have ever seen. I'll refrain from odious comparisons, but you may take my word for it that Crusader is most outstanding.

Some people compute the beauty of a glad with a tape-measure and an adding machine (counting buds, measuring florets, etc.) This nonsense arouses my ire. One might think that one of the new giant, soulless, computing machines would be the ideal judge of a glad's beauty and worth. But beauty is a far more subtle and spiritual quality than that. I'll be happy to await the decision of the non-technical beauty-lover on the beauty and value of Crusader!!

Though I have rated Crusader as a 300-size glad, it may prove a small 400. Its florets approach four and one-half inches in diameter.

Think of Galahad and the Holy Grail and you will catch the spirit of Crusader.

A friend who grew part of the stock for me reported Crusader a florist's favorite. (Note also its extreme earliness.) With its dramatic color contrast, it is a honey for arrangements. Next year we hope to show you what Carl Starker was able to do with it.

**Any size, each, \$2; 6 for \$10; 12 for \$20.**

**1L, 1M, 1S, 10 Blbts. for \$6.**

**5L, 5M, 15S, 100 Blbts. for \$40.**

**½ pint bulbets for \$100.**

## **Ginger** (422) (Fischer, 1952) (85 days) (Bonnie Brian x Ophir) (Seedling No. 200-45)

For this peppy, scintillating orange we chose the name Ginger.

Good orange glads are extremely scarce (as witness the nearly blank spaces in our graphic color index on the inside back cover). We are glad, therefore, to be responsible for the debut of Ginger. Our color plate, opposite, reveals the approximate color values: deep orange blending to yellow with a live coal burning in the throat of each flower. Our illustration does not, however, reveal the vividness of the orange, the crispness of the ruffling, nor the heavy substance of the petals.

Ginger will open five to seven lustrous deep-orangy florets on commanding spikes of about seventeen buds. Though not directly related to Orange Gold, it shares its growing habits.

In color Ginger is much nearer true orange than Gratitude, but not as close as Orange Gold. Perhaps I am overconscientious in placing it in the salmon-orange class in our graphic color index. Officially, of course, it's just classified as an orange, and the fact is that unless directly compared with that criterion of true orange color, Orange Gold, the salmon in it would never be suspected.

In size, richness, and beauty, Ginger rivals Gorgeous Deb, though less intensely ruffled. Ginger is presented as a fancier's glad, not as a commercial. It should easily win at the shows. In sheer beauty it surpasses all other oranges on our list by a wide margin.

**Any size, each, \$2; 6 for \$10; 12 for \$20.**

**1L, 1M, 1S, 10 Blbts. for \$6.**

**5L, 5M, 15S, 100 Blbts. for \$40.**

**½ pint bulbets for \$100.**

## **Flora** (460) (Fischer, 1952) (85 days) (Rose O' Day x Elizabeth the Queen) (Seedling No. 211-46)

It seemed proper that a gladiolus should be named for Flora, the ancient Roman goddess of flowers. So we chose this lovely sister-seedling of Noweta Rose for the honor of bearing Flora's name.

Once again we have a very accurate color-plate. Note the true rose color of Flora, so rare in glads. Observe also the tendency to needlepointing of the raised midribs in this statuesque beauty. (Our garden-name for Flora was "Needlepointed Rose".)

Flora opens five to seven five-inch blooms on consistently tall, spire-like spikes. It is the acme of regularity in performance, displaying neither a misplaced floret nor any sign of crooking throughout the entire season. Though soft in color, the florets are of excellent substance and are characterized by crisply-tailored form. Flora is a very lovely basket glad. A great improvement over Chamouny and Rose O'Day.

**Any size, each, \$1; 6 for \$5; 12 for \$10.**

**1L, 1M, 1S, 10 Blbts. for \$3.**

**5L, 5M, 15S, 100 Blbts. for \$20.**

**½ pint bulbets for \$50.**

## **Magnet** (560) (Fischer, 1952) (75 days) (Rose O'Day x Elizabeth the Queen) (Seedling No. 169-45)

When outstanding breeders are used for both seed and pollen parents, an unusual number of outstanding progeny is likely to result. This was true in the case of my Rose O'Day x Elizabeth the Queen cross, which I made both ways. Not only was there an unusual percentage of fine progeny, but there was remarkable variation among the offspring, both in form and in color. As a result I am introducing several outstanding rose glads, all distinctly different, yet derived from the same parentage. They have greatly strengthened a hitherto very weak class.

Last year I sent out quite a few trial bulbs of Seedling No. 169-45. For two years previously my friends had been urging me to introduce this glad, claiming it rivalled Noweta Rose. It is a tremendously vigorous grower, one of the tallest in the field, and it has a delightful frosty lavender-rose color, not to mention a huge flowerhead, but it does have an obvious fault—a tendency to bloom around the stem (though no more so than the famous Evangeline). So I sent out a number of trial bulbs of No. 169-45, out of curiosity to see what kind of a reception it might receive. A small avalanche of enthusiastic letters ensued, of which a few are reproduced on page 6. As a result I decided to let my customers make up my mind for me and to give this glad a formal debut. It's not our strongest introduction but you'll enjoy its exuberant growing habits and sparkling deep orchid-rose color. Magnet surely draws the eye both in the field and in the florist's show case. Brilliant as Noweta Rose, but lighter, with fewer (but larger) florets open at a time. Definitely an important commercial prospect.

**Any size, each, \$1; 6 for \$5; 12 for \$10.**

**1L, 1M, 1S, 10 Blbts. for \$3.**

**5L, 5M, 15S, 100 Blbts. for \$20.**

**½ pint bulbets for \$50.**

"No. 169-45 (Magnet) is a real mate of Noweta Rose."

—John Mandeville, New York

## **Helios** (412) (Fischer) (85 days) (Lantana x Gratitude) (Seedling No. 265-47)

Named after the ancient Hellenic god of the sun, this deep yellow glad stands next to Gold in depth of color, while in form it reminds one of Gene with the latter's intense frilling at the extreme edge of the florets. Indeed, it might be called a deep yellow Gene.

Helios proved quite a favorite with garden visitors. Exceptional foliage and good height disclose its fundamental vigor. Its principal fault seems to be a tendency not to open widely enough in cool weather. In most summers such a deficiency would not be revealed, but last year we had a great deal of definitely cool weather in August. I noted that when the temperature went over 80° Helios seemed flat open enough to suit any one.

Another occasional fault is a tendency for the florets to spiral around the stem. Nevertheless Helios is a glad with a high type of beauty and considerable merit. When our cut-flower crew delivered a bunch of Helios to Holm & Olson, Minnesota's nationally-known florists, the manager of the Rochester branch, Harold Thompson, himself a prominent floral artist and judge at flower shows, at once put in an order for seven dozen. You, too, will value Helios for fancy make-up work and out-of-the-ordinary arrangements.

**A premium variety. Not for sale this year. To be used as a gratis bulb on orders of \$5 or over. (A \$5 order does not necessarily entitle one to each of the three premium varieties.)**



Gorgeous Deb

Flora

Nordic Queen

Lavender Lace

Ginger

## Knighthood (470) (Fischer, 1952) (85 days) (Parentage unknown) (Seedling No. 100-46)

We have long needed a purple with broad-petalled, round florets, instead of the narrower florets more common among purples. Knighthood obliges in this respect. Also, it is nearer a true or pansy purple than the red-purple shade generally found in glads. In beauty, therefore, Knighthood rates high, its heavy substance, lustrous sheen, and neat, compact spike contributing to a classical ensemble.

I regret that chalking of the paint on the identifying stake cost us the original seedling number of this introduction, so that curiosity as to its geneology must forever remain unquenched. I cannot even hazard an intelligent guess. Knighthood is just an orphan of the seedling patch, but a preeminently beautiful orphan! I am sure that you will want to adopt it for your garden.

### Premium variety.

"I had the second-day Grand-Champion of the Nebraska show with your 100-46 (Knighthood). It was superb, in perfect condition, and a very good color."

—M. J. Hegarty, Nebraska

"55-46 (Chivalry): I surely can't see your using this as a premium variety. My brother Jean thinks this is about the best seedling you sent us for trial."

—Neil Canine, Glad-A-Way Gardens, California

## Chivalry (466) (Fischer, 1952) (85 days) (Elizabeth the Queen x Rose O' Day) (Seedling No. 55-46)

In crossing a rose glad (Rose O'Day) with a lavender one (Elizabeth the Queen), one might expect to get an equal number of rose and lavender seedlings (with many of an in-between shade). Actually, this is the only lavender seedling of quality that ensued from this cross. Here is a tabulation, in order of color depth, of the eight outstanding seedlings resulting from this cross (numbered seedlings are not yet introduced):

| Lavender | Lavender-Rose | Rose      |
|----------|---------------|-----------|
| Chivalry | Elmer's Rose  | 89-46     |
|          | Noweta Rose   | Flora     |
|          | Magnet        | Rosebloom |
|          |               | 88-46     |

Chivalry (shown in color on page 14) is a smooth lavender self with scarcely any creaminess or marking of any kind in the throat. Its chief fault is a moderate susceptibility to crooking in hot, humid weather. Last year it looked so good that John Majeski, one of the West Coast's largest glad growers and a shrewd judge of seedlings, rated it one of the best in our seedling patch at the time of his visit.

A consistent producer of stretchy spikes, Chivalry will take its place as a worthy member of gladiolusdom's most famous family.

### Premium variety.

## FIELD DATA REGARDING OUR 1952 INTRODUCTIONS

|                     | Overall<br>Height | Stretchi-<br>ness of<br>Flowerhead | Propagation    | Germination    | Percent<br>Free from<br>Crooking | Percent with<br>Perfect<br>Placement | Percent of<br>Tall Spikes |
|---------------------|-------------------|------------------------------------|----------------|----------------|----------------------------------|--------------------------------------|---------------------------|
| Nordic Queen.....   | 61"               | A.....                             | Moderate.....  | Excellent..... | 99%.....                         | 90%.....                             | 90%                       |
| Southern Belle..... | 62"               | AA.....                            | Runaway.....   | Excellent..... | 99%.....                         | 98%.....                             | 98%                       |
| Crusader.....       | 48"               | A.....                             | Excellent..... | Excellent..... | 99%.....                         | 99%.....                             | 95%                       |
| Ginger.....         | 61"               | A.....                             | Moderate.....  | Excellent..... | 75%.....                         | 50%.....                             | 75%                       |
| Flora.....          | 61"               | AA.....                            | Very Good..... | Moderate.....  | 99%.....                         | 99%.....                             | 90%                       |
| Magnet.....         | 63"               | AA.....                            | Excellent..... | Excellent..... | 90%.....                         | 20%.....                             | 99%                       |
| Helios.....         | 56"               | A.....                             | Runaway.....   | Excellent..... | 90%.....                         | 50%.....                             | 90%                       |
| Knighthood.....     | 53"               | A.....                             | Very Good..... | Good.....      | 95%.....                         | 95%.....                             | 90%                       |
| Chivalry.....       | 58"               | A.....                             | Good.....      | Excellent..... | 65%.....                         | 95%.....                             | 90%                       |

All our 1952 introductions have excellent foliage health.

## Comments On Our 1952 and 1951 Introductions

"148-45 (Nordic Queen): an improved Greta Garbo with more color, beautiful ruffling, excellent placement, fine keeping qualities, and a well-balanced spike."

—H. E. Goldstraw, Manitoba

"148-45 (Nordic Queen) we liked very much. I believe that this will prove popular, as the public seems to be going for this shade of pink."

—Neil Canine, Glad-A-Way Gardens, California

"148-45 (Nordic Queen) looks to me like one of the prettiest pastels I have ever seen. I described this as pale creamy pink with a light yellow throat; six large florets open with fluted petals and raised midribs. Large, tall, and very attractive."

—Winston Roberts, Idaho

"200-45 (Ginger) is one of the finest oranges I've seen. Seems to have everything. Hope it produces bulblets and can one day be available to all fanciers."

—Mrs. C. P. Andrews, Oklahoma

"The real prize was the two bulbs of No. 169-45 (Magnet). This was a color hard to describe, but I guess one would call it deep orchid. The florets were huge; the spikes long and sturdy. I think this is going to be one of your prize glads, for it was beautiful as well as straight and tall. Everyone who saw it raved over it."

—A. M. Shields, Mississippi

"No 169-45 (Magnet) showed beautifully clear and lively orchid or rosy-lavender color, fine ruffling and floret form, excellent placement and attachment to a buggy-whip stem, and besides the whole general effect was simply heavenly. If this one checks in with performance equal to its beauty, then it should have a bright future, indeed."

—Martin Eliason, Minnesota

"Mother Fischer was very good again . . . Crown Jewel and Elmer's Rose did very well here, as did Autumn Moon, but I believe that a spike of Cream Orchids that bloomed before the very hot weather was the outstanding bloom of your 1951 introductions—it was lovely."

—Winston Roberts, Idaho

"I grew 318 varieties and as usual your introductions not only held their own but presented a solid front of superior performance against all comers."

—R. E. Bowland, Jr., Delaware

"I want to tell you how much I enjoyed your 1951 introductions. They were just super in beauty and performance."

"Mother Fischer is a grand ruffled white with 9 open on such a long flowerhead, and on such a fine plant to start with . . . I can well understand why you named it after your mother."

"Sweet Sixteen—I have a weakness for pinks and I enjoyed my two huge spikes of Sweet Sixteen almost to the last bloom."

"Cream Orchids will be one of my favorites in this color for some time. Each floret is a beauty and a spike is a bouquet. It has wonderful growing habits."

"White Lace is fine among the smaller ones and superb in the vase."

"Crown Jewel surely drew some 'ohs' and 'ahs' from those who saw it in my patch. Another ruffled beauty with excellent growing habits."

"Autumn Moon surely is a giant and for such a giant it has what it takes, namely, a stretchy head, a strong stem, and good texture of bloom."

"Salute is a scarlet that stops you. A fine companion to your Regal Red, Bonfire, and Velvet Mantle. All fine performers."

"Elmer's Rose and No. 169 (Magnet) were the tallest ones—and what color! Along with Noweta Rose they are surely SOME trio."

—Jay Dittman (Registrar, North American Gladiolus Council), Michigan

"I had one spike of Mother Fischer which bloomed before our show . . . The flowerhead was 38 inches—an enormous spike—that would have put the state show champion, Leading Lady, to shame."

—Harold Naros, Minnesota

"Those I enjoyed most were: Mother Fischer, Lancaster, No. 169 (Magnet), Crown Jewel, Salute, White Lace, White Wave, Regal Red, Dolly Varden, Gorgeous Deb, Boise Belle, Little Sweetheart, Lavender Lace, and Gaylore."

—Mrs. A. A. Morrett, Iowa

"Mother Fischer was TOPS for me . . . Autumn Moon, perhaps the best yellow in the patch, was admired by everyone. Belvidere was very outstanding—a real connoisseur's glad. Salute was an excellent performer, as were also Rosebloom and Cream Orchids."

—Bruce Collins, Michigan



# SPECIAL OFFERS ON OUR 1952 INTRODUCTIONS

Last year we predicted that fanciers who bought our 1951 introductions would get one of the biggest thrills of their flower-growing experience. The many glowing reports received from prominent growers and leading fanciers, a few of which we have reproduced opposite, confirm the accuracy of our prediction. Note that even our premium varieties of last year, such as Autumn Moon, proved a great success.

Our 1952 introductions continue the advancement on Beauty's flower-frontier. Our low introductory prices on outstanding new glads are the result of an established policy of never charging more than \$2 for a Noweta Gardens' origination. We are able to do this because we grow our seedlings one year longer than usual. The additional year's testing also helps to eliminate weaklings, thus insuring a high standard of performance in Noweta introductions.

By all ordinary price standards Nordic Queen should be a \$10 glad; Southern Belle, Crusader, and Ginger would ordinarily be \$5 each; Flora and Magnet, \$2 each. Our three premium varieties are worth \$1 apiece. That's \$32 worth of introductions for only \$10, the sum-total of our unit prices. But if you order the Treasure Chest Collection below, you get ALL of our new introductions for only \$7.50! Nordic Queen alone is worth more than that. We are, in effect, giving you all the rest of these beautiful and outstanding originations FREE.

There is a philosophy back of such unusual bargains. We like to enable our fellow glad fans to enjoy the new varieties while they are BIG NEWS and not have to suffer the frustration of waiting several years (until they are virtually out of the spotlight) for them to come down in price. Glads are primarily a hobby with us, secondarily a business, and we like to run the business end of Noweta Gardens in such a way as to give our fellow glad fans—and the great confraternity of flower lovers, generally—all the pleasure possible out of our mutual hobby. Thus we strive earnestly to deliver the goods in respect to quality of introductions and to price them within easy range of almost everyone's pocketbook.

In taking advantage of any of the wonderful values offered below, please remember that early orders get the preference in bulb sizes. While we hope not to have to withdraw any of these offers, we realize that we are practically certain to run out of large bulbs in several cases. Please order early, therefore, if you prefer large bulbs.

|                                      |   |          |                             |
|--------------------------------------|---|----------|-----------------------------|
| TREASURE<br>CHEST<br>COLLECTION<br>A | 1 Bulb, Any Size, NORDIC QUEEN .....                          | \$ 2.00  | \$10 Value<br>for<br>\$7.50 |
|                                      | 1 Bulb, Any Size, SOUTHERN BELLE .....                        | 2.00     |                             |
|                                      | 1 Bulb, Any Size, CRUSADER .....                              | 2.00     |                             |
|                                      | 1 Bulb, Any Size, GINGER .....                                | 2.00     |                             |
|                                      | 1 Bulb, Any Size, FLORA .....                                 | 1.00     |                             |
|                                      | 1 Bulb, Any Size, MAGNET .....                                | 1.00     |                             |
|                                      | 1 Bulb, Any Size, HELIOS .....                                | Free     |                             |
|                                      | 1 Bulb, Any Size, KNIGHTHOOD .....                            | Free     |                             |
|                                      | 1 Bulb, Any Size, CHIVALRY .....                              | Free     |                             |
| TREASURE<br>CHEST<br>COLLECTION<br>B | 2 Bulbs, Any Size, of each of the above 9 introductions ..... |          | \$20 Value<br>for<br>\$14   |
|                                      |   |          |                             |
| TREASURE<br>CHEST<br>COLLECTION<br>C | 3 Bulbs, Any Size, of each of the above 9 introductions ..... |          | \$30 Value<br>for<br>\$20   |
|                                      |   |          |                             |
| HOME<br>GARDENER'S<br>COLLECTION     | 30 Bulblets of NORDIC QUEEN .....                             | \$ 5.00  | \$35 Value<br>for<br>\$25   |
|                                      | 30 Bulblets of SOUTHERN BELLE .....                           | 5.00     |                             |
|                                      | 30 Bulblets of CRUSADER .....                                 | 5.00     |                             |
|                                      | 30 Bulblets of GINGER .....                                   | 5.00     |                             |
|                                      | 30 Bulblets of FLORA .....                                    | 2.50     |                             |
|                                      | 30 Bulblets of MAGNET .....                                   | 2.50     |                             |
|                                      | 30 Bulblets of HELIOS .....                                   | Free     |                             |
|                                      | 30 Bulblets of KNIGHTHOOD .....                               | Free     |                             |
|                                      | 30 Bulblets of CHIVALRY .....                                 | Free     |                             |
| SMALL<br>GROWER'S<br>COLLECTION      | 100 Bulblets of each of our 9 Introductions .....             | \$75.00  | \$85 Value<br>for<br>\$57   |
|                                      | 1 L or M of Each of Our 1952 Introductions .....              | 10.00    |                             |
| LARGE<br>GROWER'S<br>COLLECTION      | ¼ Pint Bulblets of each of our 9 Introductions .....          | \$300.00 | \$310 Value<br>for<br>\$250 |
|                                      | 1 L or M of Each of Our 1952 Introductions .....              | 10.00    |                             |

Please do not ask for changes in these collections.



A Starker Arrangement of CREAM ORCHIDS with Hosta and Gladiolus Foliage.

## Living Pictures...

(Continued from page 2)

arrangement. Rocks can be used to cover the holder in a flat bowl, or leaves and blossoms can be so arranged as to hide it.

If you are to make good lasting arrangements you must know what and when to cut. The ideal time is

early morning, but evening is also a good time. Allow the flowers to stand in deep water several hours to harden off before arranging. If the stems are well filled with water before final placement, they will hold up well even in shallow containers. Cut buds, half-opened, and fully matured blooms for diversity in size and shape.

(Continued on page 10)

# Gardening for Health and Recreation

Gardening is now rated the No. 1 hobby among Americans. This is certainly a cheerful and wholesome fact in a not-so-cheerful or wholesome world. Indeed, according to a survey recently made, between 600 and 700 million dollars are spent annually in this country on the various phases of gardening, including lawn and tree upkeep. About half this money is expended for garden tractors and power mowers.

Among flowers, glads are rated first in commercial importance, having surpassed roses with the development of the Florida winter glad industry.

The growing popularity of flowers as a hobby is attested by the fact that the originator of the patented rose, Peace, is said to have received \$40,000 in royalties for the year 1950. Total royalties on this rose may approach a quarter of a million dollars by the time the patent expires. Although glads as a whole are even more popular than roses, I know of no returns on any single glad commensurate with those on Peace, though I do recall a grower of Spotlight selling \$37,000 of that variety in a single order when the variety was new. Such returns are highly unusual, however.

One reason for the popularity of glads as cut-flowers is the fact that, as a friend who has no garden but who often buys glads put it, "When one buys a dozen glads, he gets 150 flowers." With no other flower can the florist give so much color for the money. Also, glads are so easy to grow, thriving mightily in any good vegetable garden if grown primarily as cut-flowers or contributing gay splashes of color to the late perennial border when most perennials are at rest. In England the practice of "pepping up" a perennial border by planting scattered clumps of glads is quite common.

Glads are the ideal hobby flower for several reasons. No flower except the pansy exhibits such a variation in color as the gladiolus. Each glad variety has a charm all its own—a distinct personality—which makes it a collector's item. Then, too, glads as a hobby offer unusual opportunities for making the hobby pay for itself and often return a tidy profit. Even those who specialize in some other flower, or who do not specialize at all, find glads with their lavish color and profusion of **pinks** essential to round out the garden picture. Of the eight major flowers (tulips, iris, peonies, roses, lilies, glads, dahlias, and chrysanthemums) glads are supreme in August. They may be planted to bloom in July or September, however, so that no bloom is wasted while one is away on an August vacation.

Reverting to the theme of pleasure and profit from glads as cut-flowers, I may say that each year we receive interesting letters from customers expressing surprise at the outlet they find for their surplus blooms. A highway patrolman in Pennsylvania writes that in the first ten days of the blooming season, he sold \$200 worth of cut-flowers. Many school teachers with free time during the summer make their glad garden pay off financially as well as provide a dividend in health and recreation. We know of one school principal in a large city, who, specializing in Noweta Gardens varieties, sold \$4,000 worth of cut-flowers last summer, building up a real quality clientele among florists. Small and especially medium bulbs supply much of his choice bloom.

The 1951 blooming season was almost ideal in the upper Midwest, though we would have been glad if Jupiter Pluvius had saved a few unneeded rains for some future drier season. We harvested a slightly larger crop of bulbs than in 1950, which will reach

you in even brighter condition than heretofore as a result of new drying equipment installed last summer in our storage quarters. We do our best as growers to bring you bulbs of topmost quality and our best as cataloguers to bring you only outstanding varieties.

Though we were fortunate to get all our glads out of the ground before the October 31 freeze, many growers, I am told, were caught with several acres of glads still undug. Because of this fact and because of the general coolness of the season, large glad bulbs are going to be somewhat scarce this year.

Our SEASON'S HONOR ROLL (excluding my own varieties) is as follows: Tarawa, Lady Anne, Red Velvet, The Roan, King David, Rosy Future, Harry Hopkins, October Sunshine, Frosty, Sandman, Quiberon, Leah Gorham, and Wayfarer. A variety on a previous season's honor roll is not eligible again.

Older varieties besides my own that simply outdid themselves in quality of bloom are: Aureole, Betty Duncan, Birch Red, Burma, Cordova, Dark David, Dieppe, Dolly Varden, Fire Gleam, Gaylore, Gene, Gorgeous Deb, Heart's Desire, Manchu, Pactolus, Pandora, Pastel, Patrol, Ravel, Red Cherry, Red Plush, Redwing, Ruby, Salman's Glory, Sherwood, Sincerity, Skyway, Sparks, Spic and Span, Starlet, Strawberry Peach, Sunday Best, Tivoli, and White Goddess.

We recommend the following "First Earlies" to growers of early cut-flowers: Rose Charm, Heart O' Gold, Brightside, Lavender and Gold, Friendship, Bo-Peep, Cupid, Babs, Wedgwood, Salman's Glory, Beauty's Blush, Sweet Sixteen, Yellow Herald, Cream Orchids, Pactolus, Gene, Enchantment, White Lace, Radiance, Gaylore, Red Plush, Better Times, Fire Gleam, Nocturne, and Abu Hassan.

Strongest growers from bulblets last summer were: Evangeline, Beauty's Blush, Aureole, Gold, Mighty Monarch, Sweet Sixteen, Gaylore, Lavender Lace, Elmer's Rose, Betty Duncan, Dark David, Magnet, October Sunshine, White Wave, Chivalry, Dolly Varden, Parthiana, Fire Gleam, White Goddess, Frosty, Pasteline, and Wedgwood.

This year I am discontinuing: Aristos, Big Top, Blue Bonnet, Blue Lagoon, Bolero, Buckeye Bronze, Cherry Jam, Gleam, Grace Darling, Huntress, Irak, Jeanie, June Day, Lavender Prince, Lovelace, Maxwellton, Modena, Modern Times, Montpelier, Nancy, Orange Prince, Oriental Pearl, Perdita, Purple Supreme, Rosa van Lima, Siboney, Silver Star, Susquehanna, and True Love. Not that many of these are not good glads; they simply had to make room for new ones that are much better.

As usual, our catalog is rewritten anew from cover to cover. This is rarely done in the horticultural world, but we think it makes the hobby of glad-growing more enjoyable and that is what we are out to accomplish.

The principal innovation in our catalog this year is the group of beautiful arrangements by Carl Starker. We hope that these original compositions, in conjunction with Mr. Starker's lucid explanation of the arranger's art, will help you get the fullest possible enjoyment out of your glads and increase their value to you in the beautification of your homes.

May 1952 bring you new and greater thrills in your pursuit of beauty, health, and recreation through the hobby of gardening.

*Carl Gischer*



A Starker Arrangement of **LAVENDER LACE** with Phlox, Cleome, Yew, Peony and Gladiolus Foliage.

## Living Pictures . . .

(Continued from page 8)

The essentials of good composition are—

**1—Balance.** Both sides of the arrangement should appear to be of equal weight. They need not be alike but must appear to balance each other. Darker colored flowers seem to be heavier than light colored ones. Flowers at a distance from the center of the arrangement appear heavier than those closer to the center.

**2—Proportion.** There should be a proper relation between the plant material and the container, and between the different types of materials used. Thus, in the case of glads, baby's breath is out of proportion. If using figurines, be particularly careful to have them in scale.

**3—Unity.** The arrangement should constitute a unified whole, with each part contributing to the finished arrangement, but not being too prominent in itself.

**4—Focus.** There must be some dominant note, focal point, or center of interest which will hold the eye of the beholder. Usually it should be low down, near the rim of the container.

**5—Good Line.** The arrangements should have good lines which contribute to the interest of the composition as a whole.

**6—Texture.** Texture should be pleasing to the eye and blend well. Avoid too harsh contrasts.

**7—Rhythm.** Ascending movement and rhythm can often be acquired by the proper placement of the elements in a grouping. Repetition in spacing and in form and size will promote a feeling of movement or aspiration.

**8—Distinction.** Study Leaf Forum. A dramatic leaf or spray of foliage will often add distinction to an otherwise very ordinary arrangement. (Note use of foliage on page 8.) Pep up your grouping by the addition of yucca, gladiolus, castor bean, canna, hosta, or iris foliage.



Leaves and stems may be: 1—radiating, as though from a central point. 2—Parallel, arranged vertically as though growing.

Beautiful arrangements should have distinction. They may get it: 1—by the use of interesting or dramatic line. 2—by original color combination. 3—by the use of color and line of such simplicity as to produce quiet harmony. 4—by the combination of familiar material in new and striking ways. 5—by the use of new or unusual material.

Steps in putting an arrangement together: 1—get a mental picture of what you propose to do. 2—select materials and container. Usually one or the other serve as your starting point. 3—build your frame work. Put in foundation lines first. Silhouette is of utmost importance here. Criticize your work, make any necessary changes. 4—fill in details. Use restraint. 5—make final evaluation. 6—place your finished arrangement where it is to stay. Leave it alone. If you feel the need to keep changing it here and there, it is probably lacking in balance or proportion.

Positive steps for beginners to do: 1—be sure your material is fresh and in good condition. 2—have your plant material well hardened off in advance. 3—select a container which will hold enough water to keep the plant material fresh. 4—use a conservative container unless you have a more striking one that is exactly right. 5—when using a brilliantly colored or conspicuously shaped container, start with it and select flowers and foliage to harmonize. 6—see that your holders are adequate. 7—make yourself comfortable. Have good tools handy. 8—take plenty of time. Enjoy

yourself. 9—when you are almost done, stand off and look for mistakes. 10—when result is satisfactory, leave it alone. Know when to stop.

Things not to do: 1—think you must use all your material. 2—crowd your material. 3—leave an open space near the middle of the arrangement. 4—arrange your materials so loosely that they appear to be falling out of the container. 5—alternate your colors so as to make a spotty effect. 6—use flowers which are all the same shape. Variety in form is more pleasing. 7—be afraid to use conventional materials. 8—hesitate to cut off unwanted leaves and stems. 9—copy other people's arrangements. 10—be afraid to use strong lines and bright colors.

This is necessarily not a complete guide to flower arrangement, but it will serve as a sound foundation on which to begin—and one may go on learning from experience and observation.

The gladiolus is an especially valuable flower for the arranger. It lends itself perfectly to either line or mass groupings. The slender bud spikes, the half-opened blooms, and the fully-opened flowers give us a diversity in form and size, while their sturdy stems and long lasting qualities make them particularly usable. Recent improvements in shape and size have made the modern gladiolus a most versatile bloom. We may have miniatures, frilled-petalled forms, or mammoth florets that are ideal material for the arranger. Used with their own foliage or other accessory greens, they are effective when used alone or when combined with other seasonable flowering materials or berries to contrast or blend with their forms and colors.

**A Starker Arrangement of GOLD with Daylilies and Gladiolus Foliage.**



# Noweta Gardens

"No-we-ta" is the Indian word meaning Beautiful



ST. CHARLES  
MINNESOTA

## THRIPS-FREE BULBS

Before the discovery of DDT (now obtainable at any drug store) thrips, minute sucking insects that silver the foliage and injure the quality of the blooms, were a serious menace to glads. DDT, however, is 100% effective. Immediately after digging and washing our bulbs, we dip or dust them with DDT and also with Spergon to eliminate all thrips and prevent disease. This treatment, coupled with rapid curing in heated curing rooms assures you of the healthiest and hand-somest bulbs we are able to produce.

Since we grow our stock in fertile corn-belt loam and harvest only bulbs grown from small bulbs and bulbets, we have only peppy young, high-crowned stock to ship our customers—bulbs that produce long flowerheads the following year.

## INSTRUCTIONS FOR ORDERING BULBS

All orders for \$2.00 or over are POSTPAID. Prices in this list are net. All orders must be accompanied by cash in full or 25% cash may be sent with the order and the balance before shipment. All stock is guaranteed true to name, disease-free, and thrips-free. All stock is offered subject to prior sale. If any of our customers is willing to pay the transportation charges on his order, we will see that there are bulbs of a value much larger than the shipping cost added to the order to offset these charges.

Where bulbets are listed by the packet, 50 to 100 or more will be included in each packet. Excellent value guaranteed.

FIVE BULBS WILL BE SOLD AT ONE-HALF THE PRICE OF TEN, but no single item will be accepted for less than 20 cents, unless quoted. If no 10 price is stated, it may be found by multiplying the price of a single item by 8.

We earnestly urge you to order as early as possible to avoid disappointment. All orders filled in rotation upon receipt of cash in full.

## EXTRAS

We make it our business to put in with your order extra varieties, usually the newer ones for you to try out. If you like them, there is a good chance your order will include some more next year. You see we can both win.

## BULB SIZES

Bulbs are graded into six different sizes. No. 1 size is 1½ in. and up; No. 2, 1¼ in. to 1½ in., with ¼ in. variation down to No. 6 size, which is ½ in. and under. In the retail list where Large, Medium and Small are used, Large will consist of No. 1 and No. 2 sizes, or No. 1 size as long as they last. Medium consists of No. 3 and No. 4 sizes, or No. 3 size as long as they last. Small sizes consist of No. 5 and No. 6 sizes. Early

orders will get preference on the size. If you order Medium sizes for instance, and you get part or all No. 4 bulbs or ¾ in. to 1 in., please do not write us that we have given you the wrong size. It's simply because we are out of No. 3 size, and No. 4 bulbs also go as Medium size. Medium bulbs will almost invariably bloom, although not quite as large a spike can be expected as from a large size. Small-size usually will bloom, but not always.

## ATTENTION!

All names on our mailing list not credited with an order in the last two years will be dropped unless we receive a card telling us that you still want to receive our catalog. Please notify us in case of change of address.

## CULTURAL DIRECTIONS

A sheet of complete cultural directions will be sent with every order.

## KODACHROME SLIDES

We have about a dozen sets of kodachrome slides showing recent glad introductions, artistic glad arrangements, famous American gardens, etc. Some of these sets are standard 35mm color transparencies suitable to projection if desired. Others are three-dimensional STEREO kodachromes. Both types of slides are accompanied by appropriate hand viewers. There are approximately 150-200 slides in each set, including many new ones added each year. Rental fee to either flower club or individuals is \$3.00. Let us know in good season the dates on which you would like to rent one of these sets. After viewing them, please forward them promptly so that some other flower club or glad society may have a chance to enjoy them on a scheduled date.

## JOIN A GLAD SOCIETY

It will pay you to join a glad society and profit from the interesting yearbooks and magazines which they issue. We especially recommend the North American Gladiolus Council, which presents an excellent quarterly magazine crammed with valuable articles. Send \$2.00 for membership to Alphons Bazdorf, Lincoln Park, N. J. The Maine Gladiolus Society issues an outstanding annual. Send \$1.00 to Mrs. M. J. Walenta, Sec., South China, Maine. The Minnesota Gladiolus Society offers three issues of the Minnesota Glad Fan plus nine issues of the Minnesota Horticulturist for \$2.00. Membership secretary is Mrs. Dorothy Craft, 6720 Corvallis Ave., Minneapolis 2, Minn. The New England Gladiolus Society issues both an annual book and six bi-monthly magazines. Send \$3.00 for membership to Mrs. Florence Butterfield, Sec. N.E.G.S., Horticultural Hall, Boston 15, Mass.

# Headliner Glads for 1952

Glad fans generally want to know three things about a variety which they have not yet had a chance to try out for themselves: 1. How beautiful is it? 2. How valuable is it as a cut-flower? (i.e., how does it rate in performance?) and 3. How large is it?

The generally adopted 500, 400, 300, 200, 100 size-classification, explained on colored sheet, accurately describes the floret size. To assist in respect to beauty and cut-flower value, we devised the following rating system and inaugurated it two years ago as an experiment. Customer-reaction has been so favorable that we plan to continue it. In preparing the ratings, I have again sent out questionnaires to a number of persons of my acquaintance whom I feel to be among the best glad judges in the country, including both fanciers and growers. Also, as in previous years, I have refrained from rating my own varieties, leaving it to the friends with whom I consulted to do this for me.

Because glads often vary in performance from place to place and from year to year, especially when not acclimated, I want it to be clear that I am not presenting these ratings in a dogmatic spirit. Others are fully as much entitled to their opinions of varieties as we are. However, I think that these ratings, based in most cases on rather extensive growing experience and representing a consensus (and not solely my own opinion) will give a pretty good average picture of the merit of each variety and thus prove helpful to our customers.

## KEY

- ★ moderately beautiful
- ★ ★ beautiful
- ★ ★ ★ very beautiful
- ★ ★ ★ ★ supremely beautiful
- suitable for home garden only
- • good local cut-flower
- • • very good cut-flower type
- • • • excellent commercial type

**Abu Hassan** ★ ★ ★ (378) (K. & M., 1946) (80 days) (Pelegrina x Amur) If you know and love the glossy, deep blue-violet petunia, Elk's Pride, you will also love this unique gladiolus which shares both the color and the sheen of this unusual petunia. Please note the parentage of this variety. For the first time in our catalog we are able, partially, to draw aside the veil of mystery which has cloaked the origin of the famous K. & M. and Pfitzer varieties. Information which we had been unable to get direct from Europe came to us indirectly from a friend and customer, Rev. E. W. Minks, Minnesota Lake, Minn. If you do not already grow Abu Hassan, you will undoubtedly want to add this glorious deep blue-violet color to the rainbow in your glad garden. Its color is not only rare among glads but rare among flowers of any kind.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**All Glory** ★ ★ (423) (Toon, 1943) (85 days) (Picardy x La Victorie) This richly-ruffled salmon-scarlet with extra-round petals can be strikingly beautiful but prefers a warmer summer than we had last year. Hence the reduced rating. Its purplish blotch, though suggestive of garishness, serves rather to create a novel effect. Pictured on pages 20 and 28.

(L 1-.20; 10-1.60) (M 10-1.00)  
(S 5-.35; 10-.60) (Blbts. 10-.30; 100-1.50)

**A. L. Stephen** ★ ★ (433) (Winsor, 1942) (85 days) (Alpheus Seedling x Picardy) We'll leave it to the engraver to describe this nicely-blotched salmon-pink (see illustration on page 21). A. L. Stephen appears to us to be one of the best of the Picardy seedlings.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. 15-.25; 100-1.00)

**Andrena** ★ ★ ★ (406) (Armstrong, 1950) (85 days) ((Elizabeth the Queen x Allecta) X (Rosewings x Picardy)) A delightfully ruffled pale rose-pink with creamy throat, it has round florets of fine substance and waxy sheen. One of the loveliest of the cool pastels. Not a tall grower in one season's experience.

(M 1-1.00; 10-8.00)  
(S 1-.50; 10-4.00) (Blbts. 2-.35; 10-1.50)

**Arethusa** ★ ★ ★ (416) (Fischer, 1937) (65 days) (Brightside x Rosemarie Pfitzer) This heavily-frilled, translucent light-buff inherits vitality from both sides of its family tree and has itself imparted vitality to many a leading orange or yellow of recent introduction. The oldest variety in this catalog except for its parent, Brightside. It has remained on our best seller list for fifteen years.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**Athene** ★ ★ (400) (Kuhn, 1949) (75 days) (Wenonah X (Canberra x Spray of Gold)) Athene, a tall, robust white, came to us highly recommended by several commercial growers. It opens up to eight florets on ramrod spikes. More of a commercial than a fancier's type.

(L 1-1.50; 10-12.00) (M 1-1.00; 10-8.00)  
(S 1-.50; 10-4.00) (Blbts. 2-.30; 10-1.20)

**Aureole** ★ ★ ★ ★ (410) (R. Pruitt, 1948) (80 days) This magnificent yellow, of unknown origin, remains one of our top-favorite glads of all time. Its exuberant ruffling, lavishly broad-petalled round florets, and satisfyingly stretchy spikes have everything a fancier craves in a glad and far more than a florist has a right to expect in a fine commercial. Aureole rivals Gold in beauty but is a lighter, softer yellow with heavy, translucent substance and a sparkling waxy sheen. A must-have in every glad-garden.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Autumn Gold** ★ ★ (412) (Fischer, 1943) (90 days) (From Prestgard strain) A deep yellow with slightly burnished tips, Autumn Gold combines beautifully with bronzed foliage in late-season floral work. Not a tall variety but one which can be cut clear to the ground.

(L 2-.25; 10-.80) (M 10-.50)  
(M 1-1.00; 10-8.00)

**Autumn Moon** ★ ★ (510) (Fischer, 1951) (75 days) (White Gold X (Autumn Gold x Cream Seedling of Gloaming)) If you've been looking for a yellow Picardy, here it is! The enormous saucer-like florets of this clean light yellow yield nothing to Picardy in respect to size. Many garden visitors have held this variety in high esteem and several fine testimonials have been sent to us regarding it. The conservative rating results



Fire Gleam    Cream Orchids    Friendship    Heart O'Gold    Chivalry

from the tendency of Autumn Moon to show the stem. Nevertheless, it is a most impressive light yellow and sure to be a frequent show winner because of its immense size and ease of growth. Illustrated on page 29.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.50)  
(S 1-.20; 10-1.50) (Blbts. Pkg. .35)

**Babs** ★ ★ ★ (210) (R. Pruitt, 1945) (65 days) • • Babs may be described as a midget Aureole. Its trim little spikes of ruffled light yellow are delightful for make-up work. A valuable extra-early cutter. One of the finest small-flowered glads. We rate it two dots for commercial value only because too few florists realize the value of small-flowered glads.

(L 2-.25; 10-1.00) (M 10-.60)

## Beauty's Blush ★ ★ ★ ★

(440) (Fischer, 1947) (75 days) (Margaret Beaton x Choice Seedling) It's not often that a glad is tops in both beauty and performance. Too often the most beautiful ones are not the easiest growers, or, if easily grown, their florets are so heavy they cannot stand the rough handling involved in shipment. Similarly, the varieties that ship the best are often a trifle on the plain side in the eye of the fancier. So it is a special pleasure to find a few glads like Beauty's Blush that are both supremely beautiful and commercial aces.

Beauty's Blush is a sparkling, frosty white exquisitely and faintly blushed a cool rose-pink. A touch of cream warms the throat. The whole effect is as delicate as the blush on a young girl's cheek, as exquisite as the tint of sunset on sparkling, new-fallen snow. From seven to nine serenely carved, round, plain-petalled florets are open at once on wonderfully stretchy spikes, regularly five feet tall. Florists love Beauty's Blush because the pink, white, and cream in it echo the tones of deeper pinks, rose shades, and snowy white, making this the ideal "blender" when the buying public seeks the usual variety of colors. When used alone, Beauty's Blush is truly "the pastel of pastels". Make this one of the cornerstones of your glad collection.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

"Beauty's Blush is one of the most beautiful glads I ever saw. I wish I had room for a thousand of them."

—A. D. Louer, Pennsylvania

"Beauty's Blush bloomed first and words fail me. It was the loveliest of all. Such delicate perfection!"

—Mrs. Loudon Buster, Colorado

"I'm more than pleased with Beauty's Blush. It sells on sight."

—Mrs. S. J. Smeltzer, Michigan

"Beauty's Blush was like frosty carved wax. And I thought I preferred the ruffled ones."

—Mrs. F. M. Clark, Washington



**Belvidere** ★★ ★ (462) (Fischer, 1951) (70 days) (King Lear x Com. Koehl Seedling) Here is another plain-petalled glad that will give the ruffled ones real competition when it comes to sheer beauty. Five to nine smooth, glistening florets of richest burgundy-red adorn towering, buggy-whip spikes to create massive, yet graceful, flowerheads. I gave this very stunning glad only a "back-door introduction" last year via the alphabetical list instead of at the front of the catalog because of a bulb weakness inherited from Commander Koehl which causes a percentage of the bulbs to mummify in storage. Belvidere is so glorious a color, however, that testimonials to its beauty continue to pour in.

(L 1-.35; 10-2.50) (M 1-.20; 10-1.50)  
(S 2-.20; 10-.70) (Blbts. 20-.35; 100-.70)

## **Benjamin Britten** ★★ ★

(366) (K. & M., 1949) (80 days) This lavender-purple near-self produces formal two-row spikes of good length with astonishing regularity. Much talked of as a good commercial, its odd color may not appeal to every taste. Put it on your trial list.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)  
(S 10-.50) (Blbts. 12-.25; 100-.75)

## **Better Times** ★★ ★ (376) (K. & M., 1946) (70 days)

Here is what I truly consider the most beautiful so-called "blue" glad. Actually it is a light violet with a deeper violet spearhead tipped with creamy-white in

the throat. Seen in the shade or at twilight when the blueness of objects becomes more intense because of a shifting of the "rods and cones" in the retina, Better Times looks as blue as a blue iris. Its blue-violet color is unusually smooth unlike that of the larger and better-known Ravel. This glad sells so well I have trouble retaining adequate propagating stock.

(L 2-.25; 10-1.00)

## **Betty Duncan** ★★ ★ (422) (Benedict, 1949) (85 days) (Donna x Royal Gold)

One of the best judges of glads I know is "Scotty", a leading cut-flower grower in California. When "Scotty" puts out a glad, you can be pretty sure it isn't going to fall by the wayside. Betty Duncan is one of his introductions which I am mighty happy to have acquired for listing in this catalog.

In color Betty Duncan is a clean near-orange blending to a soft yellow throat. The stylishly-sculptured blooms (5-7 in number) embellish a wonderfully stretchy flowerhead on plants five and one-half feet tall. I have never seen a finer glad for commercial use. As a cut-flower, Betty Duncan is better than either Ginger or Gratitude. You can stock "Betty" with the utmost confidence. It seems to get better each year. Illustrated on page 20. This may rate 4-stars for beauty.

(L 1-.20; 10-1.50) (M 2-.25; 10-1.00)

(S 10-.60) (Blbts. Pkg. .35)



Here Mr. Starker Combines RUBY with Clematis Mandshurica and Rhubarb Leaves.

**Betty's Choice** ★★ (362) (J. W. Harris, 1945) (90 days) (Mrs. T. E. Langford x Emile Aubrun) This soft light rose with distinct cream blotch is a favorite with women fanciers. A very pretty glad of the Chamouny family, but a mellower and lighter rose. Pictured on page 17.

(M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**Birch Red** ★★★ (552) (Rich, 1945) (90 days) (Picardy X (Morocco x Superior)) For really vibrant color, we recommend this classically formal, radiant deep-red. A very tall grower with a formal, two-row spike of sculptured, plain-petalled blooms. Not a maroon but the deepest of the true reds. Named for Tony Birch, one of America's leading glad fans. Pictured on page 28.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)  
(S 3-.25; 10-.70) (Blbts. 10-.20; 100-1.00)

## **Blessed Damosel** ★★★

(440) (Baerman, 1944) (95 days) (New Era x Shirley Temple) This glad, named for the heroine of Rossetti's poem, is the poorest bulb-maker in our entire list. In beauty of bloom, however, it is near the other extreme. Its serenely chaste form, insouciant ruffling, and waxy, morning-fresh, pure-pink color effect an ensemble that is truly sublime. A splendid spike-maker in September from small or medium bulbs. Shown in color on page 17.

(L 1-.25; 10-1.50) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

**Blue Boy** ★★ (476) (Butt, 1948) (85 days) (Josef Hayden X (Joyful x Triumph)) The leading hybridizer of fine reds proved his versatility by creating this meritorious new blue. Blue Boy is a large, plain-petalled pale-violet with a conspicuous deep-violet thumb-mark in the throat. A cooler and lighter Ravel. Recommended.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)  
(S 10-.70) (Blbts. 10-.20; 100-1.00)

**Boise Belle** ★★★ (343) (Roberts, 1948) (95 days) ((Picardy x Betty Nuthall) X (Wings of Song x Maid of Orleans)) This widely-praised and highly distinctive glad really opened our eyes last summer, producing tall ribbony spikes that held us entranced. The coloring, salmon and gold, reminds one of Betty Nuthall, one of the greats of yesteryear, but Boise Belle has such a large golden throat that the salmon is reduced to a broad picoteeing. A gorgeously ruffled glad of heavy substance that strikes an air of the unusual.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Blbts. 10-.35; 100-2.50)

**Boldface** ★★★ (533) (Evans, 1947) (80 days) The vogue for orchid-throated glads and oddly-blotched varieties has swept this striking salmon-scarlet with saucy two-tone blotch into a niche of popularity. One sees lots of fine spikes of Boldface at the shows. It's a glad that anchors itself in one's memory. Try it!

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)  
(S 2-.25; 10-1.00)

**Bonfire** ★★★ (436) (Fischer, 1950) (85 days) (Dr. Hoeg x Centennial) This vivid vermilion-scarlet with glossy, enamelled sheen is a most consistent grower, easily opening eight well-rounded florets on uniform, flagpole

spikes. The most brilliant gladiolus in our entire list and an ace cut-flower. Voted one of the ten best 1950 glad introductions in the North American Gladiolus Council's symposium. Pictured on page 20. If you prefer the bold colors that call to one from a block away, don't pass up Bonfire!

(L 1-.20; 10-1.50) (M 1-.15; 10-1.00)  
(S 2-.20; 10-.60) (Blbts. 20-.35; 100-.70)

"Bonfire was the best thing I had of your new ones last year."  
—Alfred L. Moses, New York

"Of them all I think I liked Bonfire best. It's hard to describe its brilliance."

—A. Summerville, New Jersey

"Bonfire is truly a gorgeous glad."

—Robert Aggertt, Illinois

"Bonfire was the most outstanding red in my trial patch." —Mountain View Glad Gardens, Washington

"Bonfire and Lavender Lace were exceptionally nice here last year."  
—Allen Karnes, Maine

"Bonfire—Boy, Oh, Boy—What a glad!"

—John Klees, Canada

"Your Bonfire is truly a wonderful glad. One corm produced 490 cormels by actual count."

—T. F. Smay, Colorado

**Bo-Peep** ★★ (240) (Butt, 1948) (65 days) (Crinklette x Mibloom) This tiny, frilly, buff glad is a gem for small arrangements. Try a little Starker artistry with this most appealing subject. Use it alone or in combination with Little Gold and Twinkles and other garden flowers. Little Bo-Peep will hop, skip, and jump her way into your heart.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)  
(S 2-.20; 10-.80) (Blbts. 20-.25; 100-.80)

**Boulogne** ★★★ (562) (Salman, 1947) (85 days) Close to the color of the American Beauty rose, this tall, silky wine-red is one of Holland's better-known glads. Plain-petalled, like virtually all the Dutch varieties, it will open up to eight florets on formal, two-row spikes. A fine cutter, even from small bulbs, with plenty of both "handle" and flowerhead.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Bridal Orchid** ★ (566) (Carlson, 1950) (85 days) (Elizabeth the Queen x Oriental Pearl) This is my nominee for the most over-rated glad in commerce. Though an ideally vigorous grower, it has two persistent faults; crowded florets and conspicuous flecking. It's true that one sometimes sees clear spikes at shows, but they have obviously been bloomed indoors, as shown by their "400" size. (Glads lose 20% of their size when cut in bud and bloomed indoors.) Though Mr. Carlson has produced some wonderful glads (as Spic and Span and King David), I cannot include this streaky, untidy lavender among them. Some will disagree with me.

(L 1-1.25; 10-10.00) (M 1-1.00; 10-8.00)  
(S 1-.75; 10-6.00) (Blbts. 1-.25; 10-1.75)

"Last year I had 136 varieties and the one glad that was rated first by both my wife and myself by a wide margin was Enchantment."

—Miles T. Armstrong, Wisconsin

# NOWETA GARDENS

ST. CHARLES, MINNESOTA

Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

R. F. D. or Street \_\_\_\_\_ Date \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

If We Are Out of What You Order Shall We—

( ) Refund ( ) Substitute Nearest Size ( ) Substitute Nearest Variety

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# NOWETA GARDENS

ST. CHARLES, MINNESOTA

Mr. \_\_\_\_\_  
Mrs. \_\_\_\_\_  
Miss \_\_\_\_\_ (Please Print)

R. F. D. or Street \_\_\_\_\_ Date \_\_\_\_\_

Post Office \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

If We Are Out of What You Order Shall We—

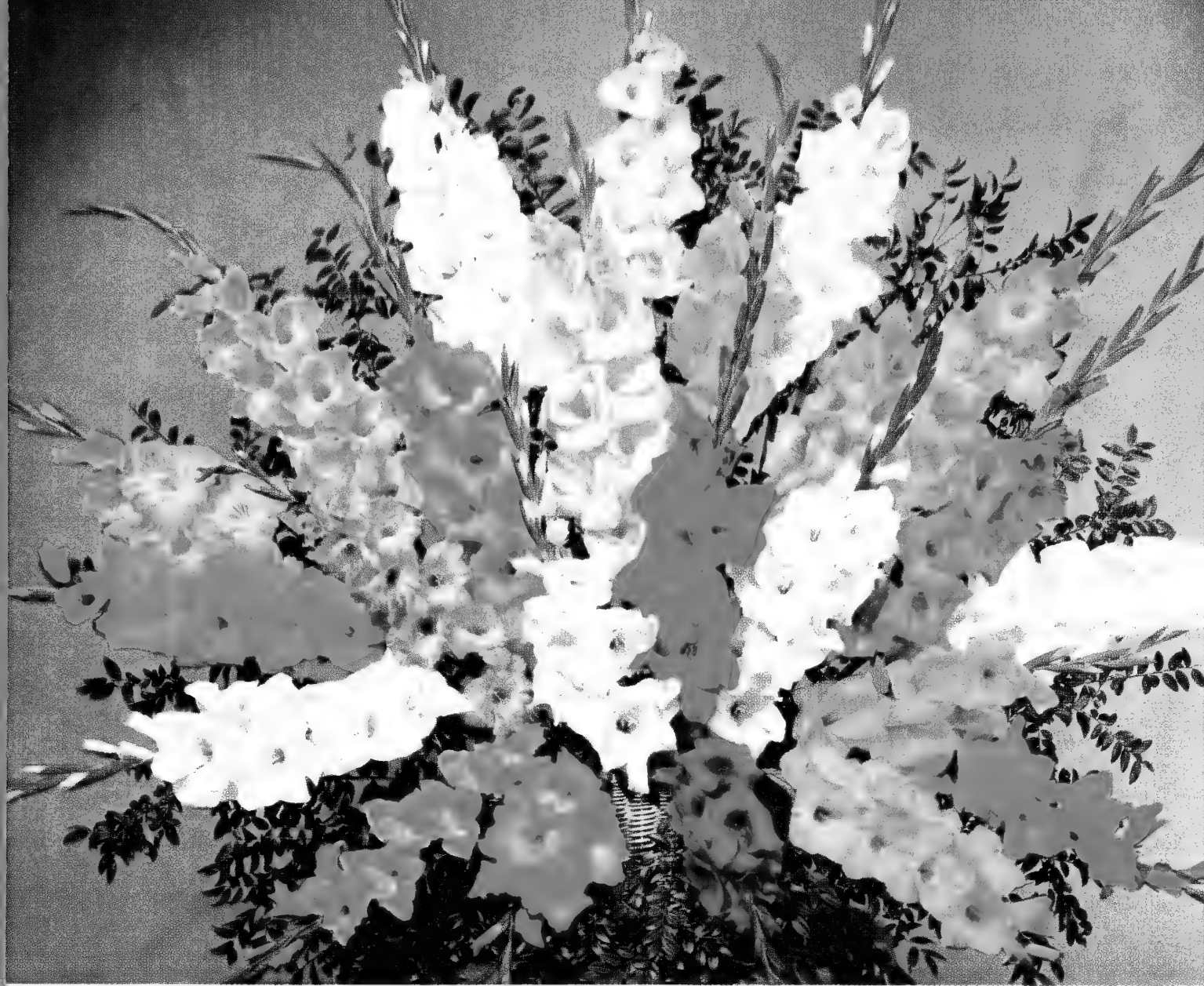
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## SPECIAL FAN-MAKER COLLECTION

1 Large and 1 Medium bulb of each  
of the 22 lovely varieties  
pictured in the above basket

PLUS 2 premium bulbs  
worth at least \$1 each

(46 bulbs in all)  
labelled

— a \$6.50 value —

for \$5.00 postpaid



**Brightside** ★★ ★ (324) (Prestgard, 1934) (65 days) Who would have supposed that of all the outstandingly beautiful glads that the late Kristian Prestgard produced, little Brightside would be the one to be listed the longest! And yet it is understandable, for distinctiveness pays off, and Brightside is one of the most distinctive of glads. Its medley of gold and apricot with bittersweet orange tips has never been duplicated. Heavy, translucent substance and spirited dancing style give it vivacity of form as well as of color. Truly a glad to cheer one up, to make one look on the bright side of things.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 4-.25; 10-.35) (Blbts. Pkg. .25)

**Burma** ★★ ★★ (562) (Palmer, 1943) (85 days) (Premier Henry x King Lear) Still unchallenged is this glorious rose-red glad, pictured on page 24. Take a look at the grandparents of Burma: Premier Henry comes from Pfitzer's Triumph and Minuet; King Lear from Picardy and Ramesses. With three aristocrats of beauty behind it, and one goliath of vitality (Ramesses), how could Burma fail to be a super-glad? Democracy has its place in the culture of a trial ground, but breeders of both plants and animals had better look to the "aristocrats" to launch a successful breeding program. How right Prof. Palmer was in saying that virtually all the great glads come from 5% of the potential parents! Turn again to page 24: those six-inch, saucer-like florets, heavy as rose-red plush and lavishly fluted and frilled were grown from No. 4 bulbs. Don't think you must buy only large bulbs to get commanding spikes! The wise buyer will order at least half mediums. If you do not already have Burma, make it a cornerstone of your glad collection. If you have it, I'll warrant it's among your favorite dozen.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 4-.25; 10-.35) (Blbts. Pkg. .25)

**Butterscotch** ★★ (517) (Langworthy, 1948) (90 days) (Picardy x Betty Nuthall) Truly a stalwart spike maker is this ruffled, deep buff with soft Picardy blur in the throat. If you compete at shows, you'll be glad to display some massive spikes of Butterscotch with eight round-floreted, wide-open blooms.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)  
(S 2-.20; 10-.80) (Blbts. 20-.25; 100-1.00)

**Capsicum** ★★ (432) (LaSalle, 1945) (85 days) There are countless pink glads and scores of red ones, but, strangely, very few on the line between pink and red. One reason for this is the fact that when reds and pinks are crossed many of the progeny, surprisingly, turn out to be smokies. In Capsicum, however, we have a pink so deep that only a little imagination is required to view it as a light red. The name comes from the large flakes of "red pepper" sprinkled sparingly on the large creamy throat. Our picture on page 28 leans too far towards red.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**C. D. Fortnam** ★★ ★★ (440) (Kadel, 1950) (90 days) (Red Penny x Myrna) Named for the late C. D. Fortnam, the greatest glad exhibitor of his time, this Kadel origination is one of the supreme beauties in our list. Our picture on page 21 is fairly accurate but scarcely pink enough. The actual color is a waxy flesh pink blending to a slight creaminess in the throat. The

heavy substance, intense frilling and fine spike length complete a truly ravishing ensemble. A delicately colored glad is either very, very poor (if it has poor substance) or very, very good (if of heavy substance and waxy texture). C. D. Fortnam is indeed very, very good.

(L 1-3.00; 5-12.00) (M 1-2.00; 5-8.00)  
(S 1-1.50; 5-6.00) (Blbts. 1-.30; 5-1.20)

**Carnival** ★★ ★ (437) (Butt, 1947) (85 days) (Flagship x Algonquin) The pictures on pages 21 and 32 tell the story of this white-throated scarlet-red better than words (although in switching to varnish-inks this year our printer made some of our last year's color plates too bluish). Actually Carnival is a bright scarlet-red with a large snowy throat—truly a realistic exemplification of the gay carnival spirit.

(L 2-.30; 10-1.25) (M 10-.80)  
(S 10-.40) (Blbts. 20-.25; 100-.75)

**Chamouny** ★★ ★ (360) (Baerman, 1938) (85 days) (Red Lory x Picardy) The bright cerise-rose shade of this unusual glad is accurately captured on page 17. One of the oldest glads in this catalog, Chamouny is still going strong, one reason for its prolonged popularity being the fact that women are particularly fond of this color. Also, cerise-rose is, next to true blue, perhaps the hardest of all hues to capture in glad hybridizing. In addition to an unusual basic color, Chamouny's florets have an engaging touch of silver picoteeing at the edge of all petals. Sometimes comes short.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Chivalry** ★★ ★ (466) (Fischer, 1952) (85 days) (Elizabeth the Queen x Rose O'Day) Stalwart new lavender of the Noweta Rose family pictured on page 14. Described in full on page 5. (Please note the explanation on page 13 regarding ratings of Noweta introductions, both this year's and previous year's.)

**Circe** ★★ ★ (523) (K. & M., 1949) (85 days) (Axioma x Regenbogen) Named after the sorceress in the Odyssey who wove a spell over Odysseus and his men by her elaborate repasts, this glad will weave quite a different kind of spell over fanciers who bloom it in their gardens. Circe is a massive, plain-petalled scarlet-orange with a small cream marking in the throat. Our picture on page 21 reveals the fine spike Circe produces but doesn't quite catch its soft, yet bright, in-between shade of scarlet-orange.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.35; 10-3.00) (Blbts. 3-.25; 10-.75)

**Citation** ★★ ★ (542) (Beaton, 1949) (95 days) (Picardy x Stuttgart) Along with Evangeline, Mother Fischer, Pasteline, and Orange Gold, this ranks as one of the tallest glads in our field, some years reaching 72 inches. Pure pink blending to a creamy white throat, Citation is not a fancy variety but is of special interest to commercial growers and hybridizers because of its exceptional vigor. Pictured on page 20.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.25; 10-2.00) (Blbts. 10-.50; 100-3.00)

"At our flower show I won the Grand Championship with your Velvet Mantle. Noweta Rose came too late for the show, but it is the nicest flower that I have ever seen."

—Robert Millar, Wisconsin

## **Col. Atkinson** ★★ ★ (466) (Williams, 1951) (100 days)

This new lavender from the Pacific Coast will appeal to exhibitors who like to display towering spikes with 10-12 open blooms. Plant it early, however, if you want to bloom it by show time, for it ranks with Regal Red as the latest bloomer in this catalog. Col. Atkinson is practically a self-color: very deep lavender, nearly midway between lavender and purple. Not exactly a glad to go into ecstasies over, but a sure prizewinner when the judges start tallying buds and blooms. A very formal spike-maker with round, flat-open florets. Well worth trying.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)  
(S 10-.60) (Blbts. Pkg. .25)

## **Columbia** ★★ ★ ★ (407) (Roberts, 1951) (80 days) (((Picardy

x Puritan) X Myrna) X Corona) Columbia was put out last year as an improved Corona and that is exactly what it appears to be. If this proves as vigorous as it is beautiful, it is bound to go far. Columbia opens about eight florets round as a full moon, each with a lacing or corona of pink at the edge. The ground color is creamy white. The whole flower exhibits much more refinement than its pollen parent. I think you will concur with our high rating of Columbia.

(L 1-3.00) (M 1-2.50) (S 1-2.00)  
(Blbts. 1-.35; 10-2.50)

## **Connecticut Yankee** ★★ ★

(441) (Schenetsky, 1944) (85 days) This magnificent light pink, with small reddish spearhead deep in the throat, which produces show spikes with eight to ten open florets right down the row, was a shade below par last season, perhaps because of the excessive rainfall. Next year it will probably outdo itself again. Our picture on page 21 is slightly too pale but reveals the massive type of show-spike which Conn. Yankee customarily produces.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .35)

## **Cordova** ★★ ★ ★ (432) (Palmer, 1949) (70 days) ((Picardy X

(Mrs. T. E. Langford x Picardy)) X Commando) One of Prof. Palmer's less-advertised introductions, but surely one of his best. For three years straight, Cordova has given us superb, clean-cut, plain-petalled spikes of a warm, bland salmon pink. Our picture on page 29 reveals the flat-openness of its copiously formed florets. Cordova is simply an all-around fine glad!

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.20; 10-1.50) (Blbts. 8-.25; 100-2.50)

## **Cream Orchids** ★★ ★ ★ (406) (Fischer, 1951)

(70 days) (Rose O'Day x Poet's Dream) From Shirley Temple (a parent of Poet's Dream) comes the creamy color and waxy texture of this exotic new glad. Cream Orchids is the second most beautiful cream-colored glad in existence in my estimation. The most beautiful one, Connie G., is such a weak grower here that I did not dare to catalog it. Perhaps it does better elsewhere, but in this locality the admittedly potentially gorgeous Connie G. won't make more than one tall spike in ten, whereas Cream Orchids will make prime spikes nearly five feet tall right down the row.

For a rather accurate picture of Cream Orchids, turn to the Starker arrangement on page 8. Note the smooth waxy texture, the airy ruffling, the touch of laciniation. Ordinarily I dislike laciniation in glads, though enjoying its bizarreness in parrot tulips. But in the case of Cream Orchids the combination of lac-

ination and ruffling of the broad, waxy petals in conjunction with the airy grace of the florets on the wiry stem produces an effect truly orchid-like in respect to form.

Cream Orchids is a glad that we grow fonder of each year. It wears well in our affections. Its color is so harmonious in any color scheme of interior decoration that I believe it will go a long way as a florist's flower.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)  
(S 1-.50; 10-4.00) (Blbts. 10-1.00; 100-8.00)

## **Crown Jewel** ★★ ★ ★ (406) (Fischer, 1951) (70

days) (Rose O'Day x Ophir) This ruby-throated color-gem must be good, because every one of the committee of experts which sent me their ratings agreed on a four-three rating for Crown Jewel. Such unanimity is rare!

On pages 25 and 32 are such accurate pictures of Crown Jewel that descriptive color comment would be redundant. You will love its freedom from flecking, its stretchy spikes, and sparkling, stardust sheen. The color, which is a light rose-pink verging on lavender, glows like a rare sapphire or tourmaline. See page 6 for customer comments on Crown Jewel. In sparkling color-beauty this is surely a royal gem!

(L 1-1.50; 10-12.00) (M 1-1.25; 10-10.00)  
(S 1-1.00; 10-8.00) (Blbts. 1-.20; 10-1.50)

## **Crusader** ★★ ★ ★ (301) (Fischer, 1952) (65 days) ((Rose O'

Day x Legend) X (Elizabeth the Queen x Lavender & Gold)) Delightful new orchid-flowered white with large purple throat. Startlingly beautiful in arrangements. Pictured on page 32. Described on page 3.

## **Cupid** ★★ ★ ★ (300) (Fischer, 1949) (65 days) (Lavender & Gold X

(Picardy x Maid of Orleans)) Appropriately named is this cherubic little angel-face with which every fancier falls in love! Truly a curvaceous, curly-headed little elf of a glad with sculptured perfection of form and the waxiest, snowiest color imaginable, warmed by just a touch of cream in the throat. A gem for high-class make-up work such as corsages and wedding decorations, either alone or in combination with white roses. Cupid is a favorite with connoisseurs!

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

## **Daisy Mae** ★★ ★ (521) (Lins, 1945) (90 days) (Rio Rita x Seedling)

A dusky, deep orangy-salmon, pictured on page 17, that has been a popular commercial. Often shown in the orange class, actual comparison with other glads shows it to be a salmon.

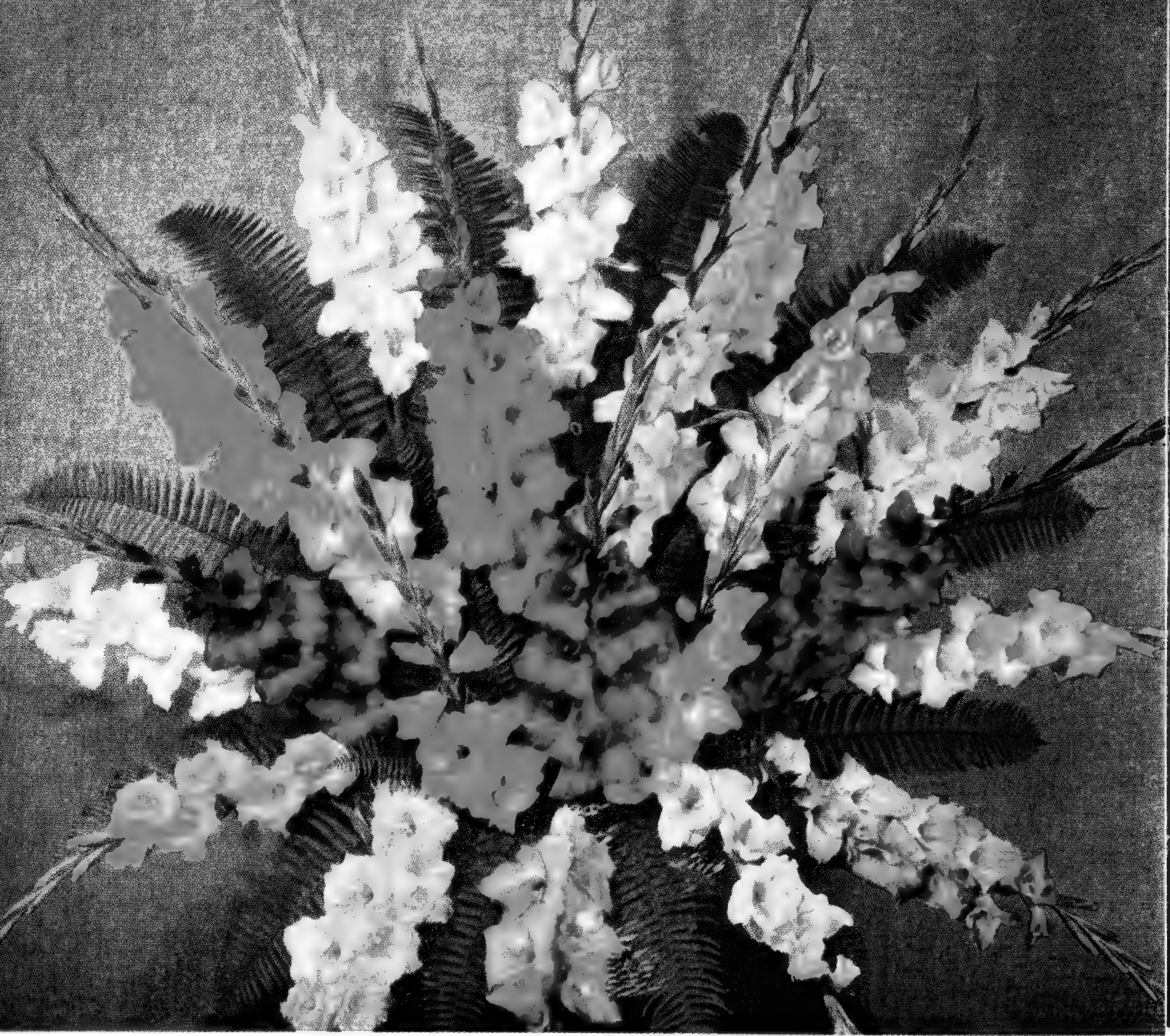
(L 2-.25; 10-1.00) (M 10-.60)  
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## **Dark David** ★★ ★ ★ (554) (Morgan, 1951) (90 days)

(Mrs. Mark's Memory x Red Charm) From far Western Australia comes this outstanding glossy maroon whose massive size, exuberant vigor, and luxuriant beauty leave little to be desired. Though Dark David does not have the buggy-whip stems of Velvet Mantle, it reaches five feet consistently, opening readily eight five and one-half inch blooms. The spike of Dark David shown in color on page 20 suffers from apparent lack of stretchiness due to its leaning forward. Dark David is truly a magnificent glad which some day every fancier will want to grow in quantity. This variety seems to be an unusually good seed setter. Highly recommended.

(L 1-1.50, 10-12.00) (M 1-1.25; 10-10.00)  
(S 1-1.00; 10-8.00) (Blbts. 1-.20; 10-1.50)





## SWEET SIXTEEN COLLECTION

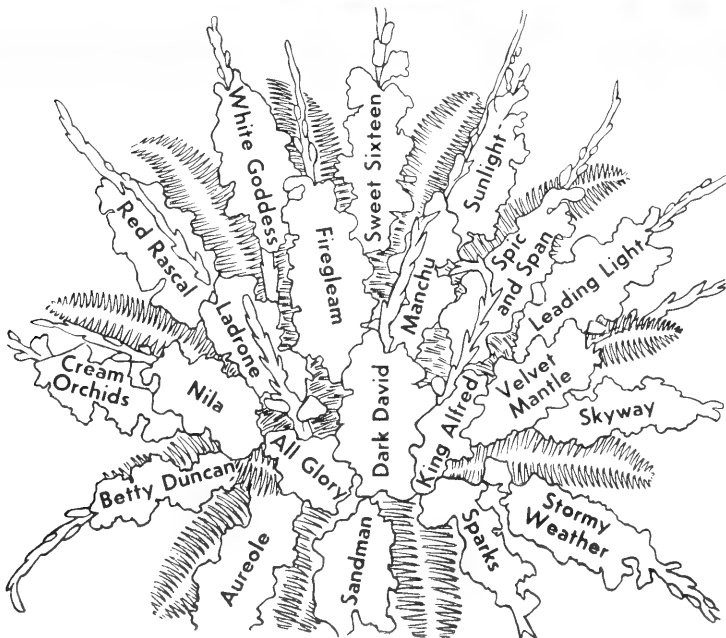
1 Large and 1 Medium bulb  
of each of the 21 beautiful varieties  
pictured in the above basket

(42 bulbs in all)  
labelled

— a \$13.50 value —

for \$10.00 postpaid

## COMBINATION OFFER





## DOLLY VARDEN COLLECTION

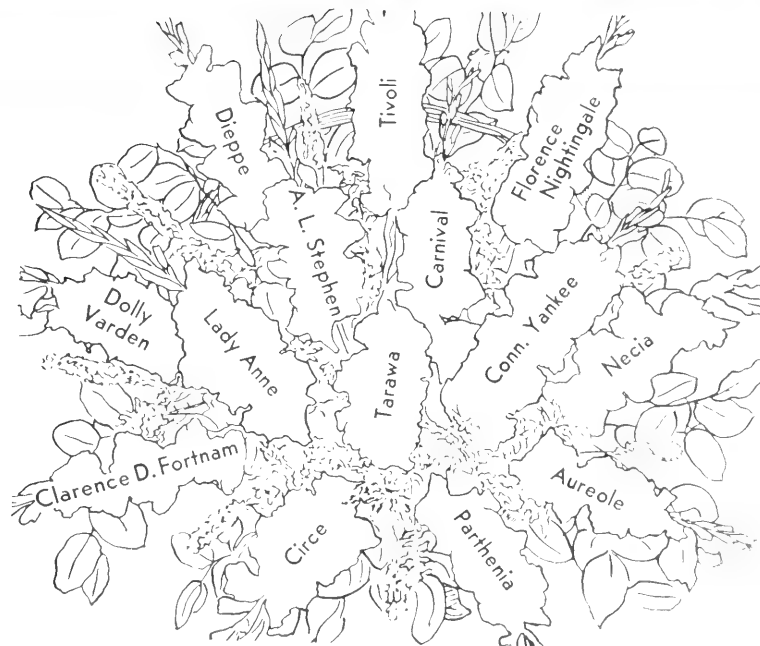
1 Large and 1 Medium bulb  
of each of the 14 outstanding varieties  
pictured in the above basket

(28 bulbs in all)  
labelled

— an \$11.60 value —

for **\$8.00** postpaid

Both the Sweet Sixteen and the Dolly Varden  
Collections—70 bulbs in all, labelled—  
a \$25.00 value—for.....\$17.00, postpaid



## Deborah Sampson ★★ ★

(440) (Scheer, 1947) (85 days) Picardy x Maid of Orleans) There is little similarity between the grim-faced Revolutionary heroine who donned men's clothes and went out to fight for her country's freedom and this warm, buffy, light-pink cream-puff of a glad. Reserving our admiration for the historic Deborah, we'll admit a fondness for her bland, unlikely namesake whose flesh-pink tints and restful, shell-like form suggest far more some buxom siren of old, singing on an enchanted isle. Pictured, but not well, on page 28.

(L 2-.30; 10-1.20) (M 10-.70)  
(S 10-.40) (Blbts. Pkg. .35)

**Dee-Twelve** ★★ ★ (452) (Arenius, 1951) (85 days) The brilliant scarlet of Dee-Twelve surely "hollers loud" in the glad patch. Indeed, it stands out like a conflagration. An iota less brilliant than Bonfire, which it closely resembles, Dee-Twelve has a somewhat larger inflorescence but of rather a looser floret form. This glad is an easy grower and my guess is that it is due for considerable popularity.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.25; 10-2.00) (Blbts. 5-.25; 25-1.00)

**Destiny** ★★ ★ (536) (Butt, 1943) (85 days) (Kassel x Beacon) This vivid red with the flagpole spikes and fiery, flashing color is an excellent bread-and-butter glad for the cut-flower grower. In its throat is the broad white line that serves as a trademark among many fine performing scarlets and reds such as Tarawa, Fire Gleam, Salute, and Regal Red and which no doubt could be traced back to some wild species.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Dieppe** ★★ ★ (432) (Hassal, 1945) (85 days) Of unknown parentage, but surely harking back to Pfitzer's Triumph (as does Burma) is this magnificent ruffled salmon-scarlet with round florets, chamois-skin substance and texture like fine suede. Your heart will surely leap when you see Dieppe for the first time. If I could grow but a dozen glads, one of them would be Dieppe. In viewing the picture on page 21, remember that you are looking at a basket of giants and that the florets of Dieppe are nearly six inches in diameter. We had hundreds of spikes of Dieppe last summer with 7-9 open florets, every one of them of grand-champion calibre.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Dolly Varden** ★★ ★ (532) (Harris, 1950) (85 days) (Aladdin X (Morocco x Red Lory)) Though Aladdin is obviously the seed parent, I'll wager that the pollent parent of Dolly is Gaylore, which it also closely resembles. This rich salmon-pink with cream throat is bound to cause a run on the bank when more widely exhibited at the shows. In size it is definitely sensational, opening about eight six to seven inch florets on towering spikes. A real eye-level glad. The spikes pictured on pages 20 and 21 must have been grown from planting stock. If you suddenly wake up some time in the future and wonder where Dolly Varden has been all your life, don't say we didn't warn you! We won the Grand-Championship at the Iowa State Glad Show with a spike of Dolly Varden.

(L 1-1.25; 10-10.00) (M 1-1.00; 10-8.00)  
(S 1-.75; 10-6.00) (Blbts. 4-.25; 20-1.00)

**Dusty Miller** ★★ ★ (486) (Elliot, 1945) (85 days) (Rosemarie Pfitzer x Vagabond Prince) Well-named is this dusty rose with reddish thumb-mark and cream pencillings in the throat. One of the most reliable smokies. Pictured on page 17.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

## Elizabeth the Queen ★★ ★

(566) (White, 1941) (85 days) ((Sheila x Gloriana) X Salbach's Orchid) From 1922 to 1941, Minuet was queen of the lavender glads. Since 1941 Elizabeth the Queen has held sway. Such prolonged sovereignty is rare and seems to be confined to the lavender class. At almost every glad show magnificent, ruffled, spikes of "EQ" are displayed. Be sure to give this variety abundant water, lest it disappoint you and come short.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

## Elmer's Rose ★★ ★ (460) (Fischer, 1951) (85 days)

(Elizabeth the Queen x Rose O'Day) From the reverse cross of Noweta Rose comes this gloriously ruffled deep-rose seedling pictured on page 25. Its heavy substance, rich color, intense ruffling, and massive flowerheads on spikes five feet tall make this a real rival of Noweta Rose, though the latter displays a more remarkable inflorescence. In our trial grounds this glad appealed to our good friend, Elmer Gove; so, with his permission, we named it for him. Note some of the fine testimonials on this last year's introduction on page 6. Elmer's Rose was rated among the ten best introductions of last year according to the 1951 N.A. G.C. Symposium.

(L 1-1.00; 10-8.00) (M 1-1.75; 10-6.00)  
(S 1-.50; 10-4.00) (Blbts. 10-1.00; 100-8.00)

## Enchantment ★★ ★ (432) (Fischer, 1950) (70 days)

((Picardy x Solveig) X Myrna) This was one of our premium varieties of 1950 which has gone on from humble beginnings to win grandchampionships. I get a good deal of satisfaction from the Horatio Alger story of Enchantment's rise to fame. Introduced without a color picture or even a price-tag, its lavish intrinsic beauty won it a place in the hearts of America's fans. Descended from three famous glads, Enchantment inherits the utmost blandness of texture and stylishness of form. Predominantly a rich salmon-pink with purest ivory throat, its broad-petalled, flat-open florets are so artistically frilled as to constitute almost a criterion for perfection of ruffling. Take my word for it: Enchantment is one of Noweta's loveliest introductions.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)  
(S 4-.25; 10-.50) (Blbts. 10-.20; 100-1.50)

"Enchantment won first in its division and was reserve champion at our State glad show at Enid. It won Grand-Champion for us last year."

—Mrs. Hi Staten, Oklahoma

## Esquire ★★ ★ (536) (Ficht, 1950) (85 days)

((Maid of Orleans x Red Lory) X (Commander Koehl x Red Seedling)) From a combination of Australian, German, and Canadian parentage comes this clean-cut, meritorious, plain-petalled scarlet. A good glad in every way. I wish Esquire were a trifle more distinctive.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)  
(S 4-.25; 10-.50) (Blbts. 10-.20; 100-1.50)



## Ethel Cave Cole ★★

(440) (Cave, 1941) (75 days) (Maid of Orleans x Picardy) Ten years in the life of a glad is the equivalent of a century in the life of a man. A glad has to be really good to stay in commerce ten years. Ethel Cave Cole is now entering upon its eleventh year. A plain-petalled light salmon-pink, carrying eight open florets.

(L 10-.80) (M 10-.50)  
(S 10-.25) (Blbts. Pkg. .25)

## Eureka ★★★ (500) (Fairweather, 1948) (90 days) (Mutation of Picardy)

This creamy white sport of Picardy appears to us to be the tallest and best show-spike producer among the numerous mutations of Picardy. If Leading Lady and Silver Wings throw too many short spikes to please you, try Eureka instead. Pictured on page 17.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

## Evangeline ★★ (560) (Palmer, 1948) (90 days)

(Greta Garbo x Elizabeth the Queen) Introduced at \$10 each four years ago, this massive light pink is now down to 4% of its original price. There seems to be more than one opinion extant about Evangeline. The many who have won grandchampionships with it when it has displayed 9-10 perfectly-placed six-inch florets open at a time on commanding flowerheads, think there is nothing to equal Evangeline. The even larger number who have been exasperated at its too-frequent tendency to bloom around the stem will damn it with faint praise, indeed. Actually, from small and medium bulbs Evangeline throws surprisingly large flowerheads with consistently fine placement. From large bulbs, however, the percentage of spikes showing good placement is rather low but the few which do are "naturals" for grandchampionships. Since small and medium bulbs are often used for commercial plantings (except in Florida) and since misplacement of florets is not too objectionable to most florists, Evangeline rates high as a cut-flower. It is a fancier's favorite, too, within limitations.

(L 1-.40; 10-3.20) (M 1-.30; 10-2.40)  
(S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

**Fabulous ★★** (443) (LaSalle, 1946) (85 days) This rich salmon-pink boldly blotched red is a showy personality that can be quite appealing. Bred in New England, it prefers cool summers.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Fairyland ★★** (360) (Kadel, 1950) (85 days) (Red Penny X (Marmora x Ave Maria)) Fairyland seems to be something of a chameleon as to color, varying with the thermometer from a subdued salmon-scarlet to an equally subdued medium rose. It is not, however, either as cool or as dark as shown in our engraving on page 29. Fairyland is delightfully ruffled and has splendid substance but in my estimation is a trifle nondescript as to color.

(L 1-.50; 10-3.20) (M 1-.30; 10-2.40)  
(S 1-.20; 10-1.60) (Blbts. 10-.30; 100-2.50)

**Firebrand ★★** (452) (Butt, 1944) (85 days) (Hindenburg's Memory X (Com. Koehl x Picardy)) Infusing a little Picardy blood into the line-bred Pfizer strain of reds gave Len Butt a series of fine seedlings that made his the great name in red glads. Firebrand is a brilliant ribbon of fire and a most worthwhile commercial.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

## Fire Gleam ★★★ (436) (Jack, 1949) (80 days) ((Picardy x Rosemarie Pfizer) X Rose Delight)

From a light salmon (Picardy), a creamy-white with pink picotee (Rosemarie Pfizer), and a rose glad (Rose Delight) came, oddly enough, this exemplary new scarlet that has taken the glad world by storm, not through publicity, but by sheer merit. In flowerhead, Fire Gleam rivals Tarawa, which it closely resembles, even to the white line in the throat, but it is a taller grower than Tarawa. Fire Gleam (pictured on pages 14 and 20) is a stunningly beautiful variety, a splendid doer, and quite free from conspicuous faults. Strongly recommended.

(L 1-.25; 10-2.00) (M 10-1.20)  
(S 10-.80) (Blbts. 12-.25; 100-1.50)

**Flora ★★★** (460) (Fischer, 1952) (85 days) (Rose O'Day x Elizabeth the Queen) Stalwart new rose, described on page 4 and pictured on page 5. An easy grower with fine, stretchy flowerheads.

## Florence Nightingale ★★★ (400) (Harris, 1947) (80 days) (Mrs. T. E. Langford x Pfizer's Triumph)

Up until 1940 the best white glads came from Europe, but at present the preeminent whites are American or Canadian bred. Today Florence Nightingale is considered the leading all-around white. Opening 6-8 waxy, lacy, five-inch florets—snowwhite save for a creamy glow in the throat—on flagpole spikes, it is by common consent considered one of the "dozen best" glads. There may be some skepticism about this snow white glad coming from a scarlet, but it is quite within the bounds of possibility, as we have had white seedlings from even a purple like Lancaster. Well grown Florence Nightingale approaches 500 size. Illustrated on pages 21 and 29.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

## Florentine ★★★ (500) (Fischer, 1950) (80 days) (Snow Princess X (Minuet x Picardy))

The four best white glads in our fields last summer were Florence Nightingale, Mother Fischer, Lady Anne, and Florentine. All grew five feet or over, all made massive spikes, and all were ruffled, except Lady Anne, though Florence Nightingale is only slightly so. Of the four, Florentine, is the warmest white due to a hint of cream in its make-up. Its texture is conspicuously waxy. Last year we had a half-tone of Florentine in the catalog showing eight open florets. The pictures on pages 25 and 28 do not show the maximum inflorescence. Florentine is a thoroughly vigorous, high-class white with a strong appeal to the discriminating fancier.

(L 1-.25; 10-2.00) (M 10-1.00)  
(S 10-.50) (Blbts. Pkg. 30)

"Florentine was most beautiful . . . It worked up beautifully in sprays."

—Mrs. B. Garrison, Washington

"Your Florentine is THE white . . . The florets of this glad were something I have never before seen in a gladiolus. Absolutely nothing can compare with it at present. Your Lavender Lace took first in its class for me and was the sensation of the show in the lavenders. Mother Fischer, Elmer's Rose and your other new ones were not blooming at the time, although they were superb."

—Earl McGill, Pennsylvania



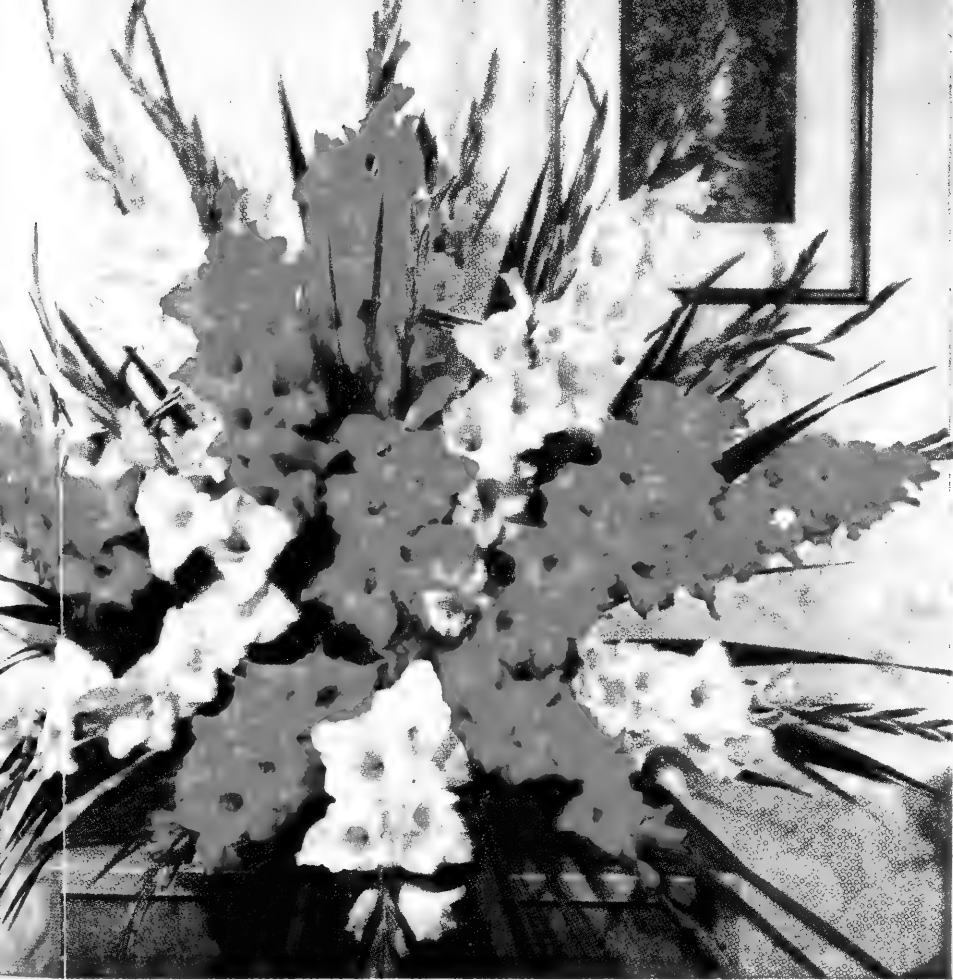


**ABOVE:** Rita Millard holds an armful of **SWEET SIXTEEN**. Adjacent white spike is **MOTHER FISCHER**.



**RIGHT:** A giant basket of **BURMA** combined with huckleberry. These spikes were grown from No. 4 bulbs.





**LEFT: ELMER'S ROSE**, magnificent deep rose, and **FLOR-ENTINE**, waxy, ruffled creamy-white, are combined to make a dramatic basket.

**BELOW:** Startlingly beautiful is **CROWN JEWEL**, a sparkling, frosty rose-pink with deeper blotch in throat.



"Florentine looks very fine . . . If it repeats, it will jostle the top ones."

—Leland Phillips Murphy, Ohio

"White Christmas, Velvet Mantle, and Florentine were grand, especially Florentine."

—Geo. N. Soffe, Utah

"Heart O'Gold was a beauty and the first one that bloomed. All the others were grand, but Florentine was the favorite."

—Mrs. Grace Thurn, Iowa

**Freedom** ★ ★ (401) (Fischer, 1949) (70 days) (Angelica X (Sweetheart x Incense)) The white-velvet glad with the startling bright rose throat blotches. Freedom will open up to nine florets on very formal flowerheads and customarily grows five feet tall. Color is a little creamy unless bloomed indoors. Opens perfectly in water. This glad won 21 firsts in its color class at glad shows in 1950 but the excessive rain of 1951 was not to its liking. Hence the lower rating. The spike of Freedom shown on page 17 leans too far back to reveal properly the beautiful lip markings of brightest rose.

(L 1-.25; 10-2.00) (M 10-1.00)  
(S 10-.50) (Blbts. Pkg. .30)

**Friendship** ★ ★ ★ ★ (440) (Fischer, 1949) (65 days) ((Picardy x Maid of Orleans) X (Gloaming x Seedling)) At the crest of popularity in the glad world today is this ravishingly beautiful new pure-pink, pictured on our back cover. Throughout the entire floral kingdom, pure-pink is a comparatively rare color. Most pinks tend to fall towards either the warm side (salmon) or the cool side (rose). While rose and salmon are beautiful colors, too, there is something about pure pink that puts it at the apex of etherealness. No wonder, therefore, that when the noted gladiolus impressario, Elmer Gove, saw Friendship for the first time, he said with his inimitable bluntness, "Friendship makes other pinks look sick!" Truly, Friendship is the pinkest of the pinks. It is the first variety one thinks of when pink glads are mentioned.

But it takes more than exquisite freshness of color to create the charm that Friendship possesses. It takes beauty of form, which Friendship also exhibits to a lavish degree. The florets, of which up to eight are open on 55-inch spikes, have the opulent, round, wide-open form, enhanced by a lacy ruffling, which typifies the highest form of gladiolus beauty.

Generously endowed with both beauty and vigor, Friendship is a prime favorite with florists, who love it for its long ribbony spikes and frosty pink color. "If I could choose but one glad for my floral work the year round, it would be Friendship," wrote an Iowa florist last year.

Though a supreme beauty at any season, Friendship has the special merit of being a "first-early." Douglas Neff, who handles the Noweta Gardens varieties in Canada, and who has the leading early cut-flower business in Eastern Canada, told me that he made more money on Friendship as a cut-flower last year than on any other variety. Mr. Neff took a swing around the continent from California to British Colum-

bia last summer during the blooming season. When he returned, he reported that he had not heard one word of criticism of Friendship from any of the many growers he visited. All had nothing but praise for it. No glad is perfect, but Friendship comes extraordinarily close to being fault-free.

Whether you are a fancier or a grower of cut-flowers, it will pay you to make Friendship the keystone of your collection. If you order no more than 100 small bulbs from our wholesale list, it will produce for you 100 lovely spikes whose size will surprise you. Every one without exception of the growers and fanciers who sent in their ratings on the varieties in this catalog, concurred in a four-star, four-dot rating for Friendship. Friendship was one of only three varieties in this catalog which were **unanimously** voted a four-four rating. Voted the third best pink commercial by the N.A.G.C. Symposium committee being superceded only by Spic and Span and Tivoli. Friendship was grand champion at Omaha last summer.

(L 1-.25; 10-2.00) (M 10-1.00)

(S 10-.50) (Blbts. Pkg. .30)

**Frosty** ★ ★ ★ (480) (R. Pruitt, 1949) (85 days) This massive orange-salmon Picardy derivative has such a heavy, frosty sheen that it was technically classified as a smoky. If so, it is surely about the most beautiful smoky we have ever seen. A few spikes last summer rated four stars. If you haven't tried this, be sure to include it on your list. We admit, however, that it is a slow propagator.

(L 1-.60; 10-4.00) (M 1-.40; 10-3.00)

(S 1-.30; 10-2.00) (Blbts. 6-.25; 100-3.00)

**Gaylore** ★ ★ ★ (432) (Harris, 1944) (80 days) (Picardy x Maid of Orleans) Gaylore, always good, and always a prime cutter, simply outdid itself last summer. Larger and huskier than usual, it reminded us of the new giant in gladland, Dolly Varden, from the same originator, of which I feel sure it is the pollen parent. In color Gaylore is a medium-light salmon-pink with a distinct cream throat. Its long, tapering spikes are simply a joy to cut.

(L 2-.25; 10-1.00) (M 10-.60)

(S 10-.35) (Blbts. Pkg. .25)

**Gene** ★ ★ ★ (410) (Farrington, 1949) (70 days) ((Arethusa x Shirley Temple) X Alchemy) This intensely-frilled, flat-open, triangular-floreted, translucent light yellow will open 7-8 well-attached florets at a time on nice flowerheads. There is a crystalline fragility to its beauty which belies its stamina. Gene has already won the plaudits of many fanciers and growers and, I feel sure, it will win yours. Our picture on page 29 falls far short of doing it justice.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)

(S 3-.25; 10-.70) (Blbts. 15-.25; 100-1.50)

**General Eisenhower** ★ ★

(542) (Salman, 1948) (85 days) General Eisenhower, a massive light salmon-pink, is a bit indeterminate as to color, seemingly made up of two intermingled shades like the old W. H. Phipps. A good commercial type of extraordinary vigor that cuts well from small bulbs.

(L 2-.25; 10-1.00) (M 10-.60)

(S 10-.35) (Blbts. Pkg. .25)

The Iowa Gladiolus Society will be host to the Central International Gladiolus Show to be held at Sioux City, Iowa on August 9-10, 1952. Give yourself a treat and meet your friends at one of the biggest and best displays of gladiolus staged in America.

"Regal Red—a fine red; the best I ever saw. This created a great deal of comment."

—G. E. Clark, Michigan

**Genghis Khan** ★★☆☆ (432) (Sheer, 1941) (80 days) ((Mrs. P. W. Sisson x Com. Koehl) X Picardy) This gorgeously ruffled deep salmon-pink self of extraordinarily heavy substance has been one of our top sellers for several years and is certainly one of the loveliest low-priced glads now in commerce. But Dr. Sheer comes close to disproving Shakespeare's immortal thesis that "A rose by any other name would smell as sweet", by naming this luscious flower after one of history's bloodiest conquerors, who reputedly murdered in cold blood 12 million Chinese. (Please, please, Dr. Sheer! We love your glads but let's have a little more discretion in naming them!—And this goes, too, for the antipodean originator who named a glad "Joe Stalin", and for Mr. Salman, who mistakenly thought he could sell more glads in America by naming them after controversial political figures.)

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Ginger** ★★☆☆ (422) (Fischer 1952) (85 days) (Bonnie Brian x Ophir) Beautiful new ruffled orange, destined to become a fancier's favorite. Described on page 4 and pictured on page 5.

**Gold** ★★☆☆ (412) (Marshall, 1951) (75 days) (Seedling of Orange Gold) If you are looking for the best all-around yellow glad—the most beautiful one, the one with the rosiest commercial prospects—here it is! Better yellows will no doubt be produced, yet I predict a several year's reign for this one.

Gold is about three times as beautiful as Spotlight, the best commercial yellow heretofore. It is much deeper in color, nearly as deep as a yellow can be without impinging on orange. It is a perfect self with no markings of any kind in the throat. It has much better substance than Spotlight and is pleasantly, though not intensely ruffled. It grows even taller than Spotlight (generally about five feet) and will open from 6-8 well-attached, wide-open florets on a spike of 15-16 buds. Indeed, in type of flowerhead and vigor, it reminds one of Orange Gold, its seed parent, although Gold is much the more finished flower. Like that other excellent commercial, Friendship, Gold produces amazingly large spikes from even small bulks and opens perfectly in water to the very tip, retaining its depth of color and size. Already Gold is proving its mettle both as a commercial and exhibition variety winning second place in each category among last year's introductions in the annual N.A.G.C. Symposium report. Forty Canadians and ninety-eight from the U. S. were on the voting committee. The total stock of Gold is still comparatively small, so that Gold is still definitely a good investment. Incidentally, it is a wonderful seed-setter and no hybridist should be without it. Our picture on page 11 of a Starker arrangement of Gold shows the wondrous beauty of this flower. (Note that in this arrangement, as in most others, Mr. Starker preferred to use some almost bloomed-out tips to get the most artistic effect. Note that even the tip in the foreground is as deep a color as the fresh spikes in the rear.)

(L 1-3.00) (M 1-2.00)  
(S 1-1.00; 10-8.00) (Blbts. 2-.40; 10-1.50)

"A Wedgwood I entered in the Eastern New York show at Peekskill won class and section first, and also "most beautiful" in the show. It had eight fully open and all in perfect condition."

—John W. Cance, Connecticut

**Goldrush** ★★☆☆ (412) (K. & M.) (85 days) Perhaps our rating is too low on this clean-cut, round-floreted, tall-growing medium yellow. Goldrush is a jewel for consistency of performance, every spike displaying about six neatly-spaced, moon-like florets. A better yellow than some highly-touted ones.

(L 2-.30; 10-1.20) (M 10-.80)  
(S 10-.40) (Blbts. Pkg. .30)

**Gorgeous Deb** ★★☆☆ (530) (Wilson, 1949) (85 days) (Victory Queen x Francis M. Irwin) We are giving you a picture of this (happily, a very accurate one) because we just couldn't find adjectives to describe it. So take a look at the picture on page 5 and tell us if you have ever seen a more gorgeously ruffled rich salmon with golden throat? Gorgeous Deb turned all hybridizers green with envy when it first came out. However, it's not a commercial but rather a perfect illustration of a four-star, two-dot glad—supremely beautiful but suitable for cut-flower use only locally where there is no danger of those reasonably-well-attached, but extremely heavy, florets dropping off. Transport yourself to heaven for a moment by blooming this rare gift-of-heaven in your own 1952 garden!

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-2.00)

**Grand Monarch** ★★☆☆ (532) (Salman, 1948) (85 days) Names such as this remind me of an even more absurdly high-falutin' moniker once given an unoffending rose—"Imperial Potentate!" If you want a grand monarch in your glad garden, you'll find him to be a commanding, husky, deep rose-red. A stalwart grower of the usual Salman type.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Blbts. 25-.50)

**Gratitude** ★★☆☆ (420) (Fischer, 1946) (70 days) (Amrita x Arethusia) Deep salmon-orange with a small yellow throat is this generally tall, pleasantly ruffled near-orange. Similar in color to Betty Duncan but not as outstanding a performer.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**Great Lakes** ★★☆☆ (476) (Kuhn, 1946) (70 days) (Milford x Snow Princess) A new sight in a glad garden is a row of these luminous light "blue" glads, all in bloom at the same time. The effect is wonderfully refreshing to the blue-hungry eyes of a glad-fancier. Better blues are in prospect but, as of last summer, this seems about the bluest thing in a glad garden. Great Lakes opens six or seven tea-cup-like florets of a translucent light violet-blue.

(L 1-.25; 10-2.00)  
(Blbts. 10-.25; 10-2.00)

**Grey Summit** ★★☆☆ (486) (Butt, 1950) (80 days) Nearest to silver grey of any glad is this smooth white-throated flower. I'd like the florets a little flatter open but I concede merit to its unusual color. A tall grower with 5-6 open florets with texture of smooth grey satin.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)  
(S 2-.25; 10-1.00) (Blbts. Pkg. .30)

"White Lace is a masterpiece . . . It is near perfection itself."—Lee Fairchild, New York.





## MOTHER FISCHER COLLECTION

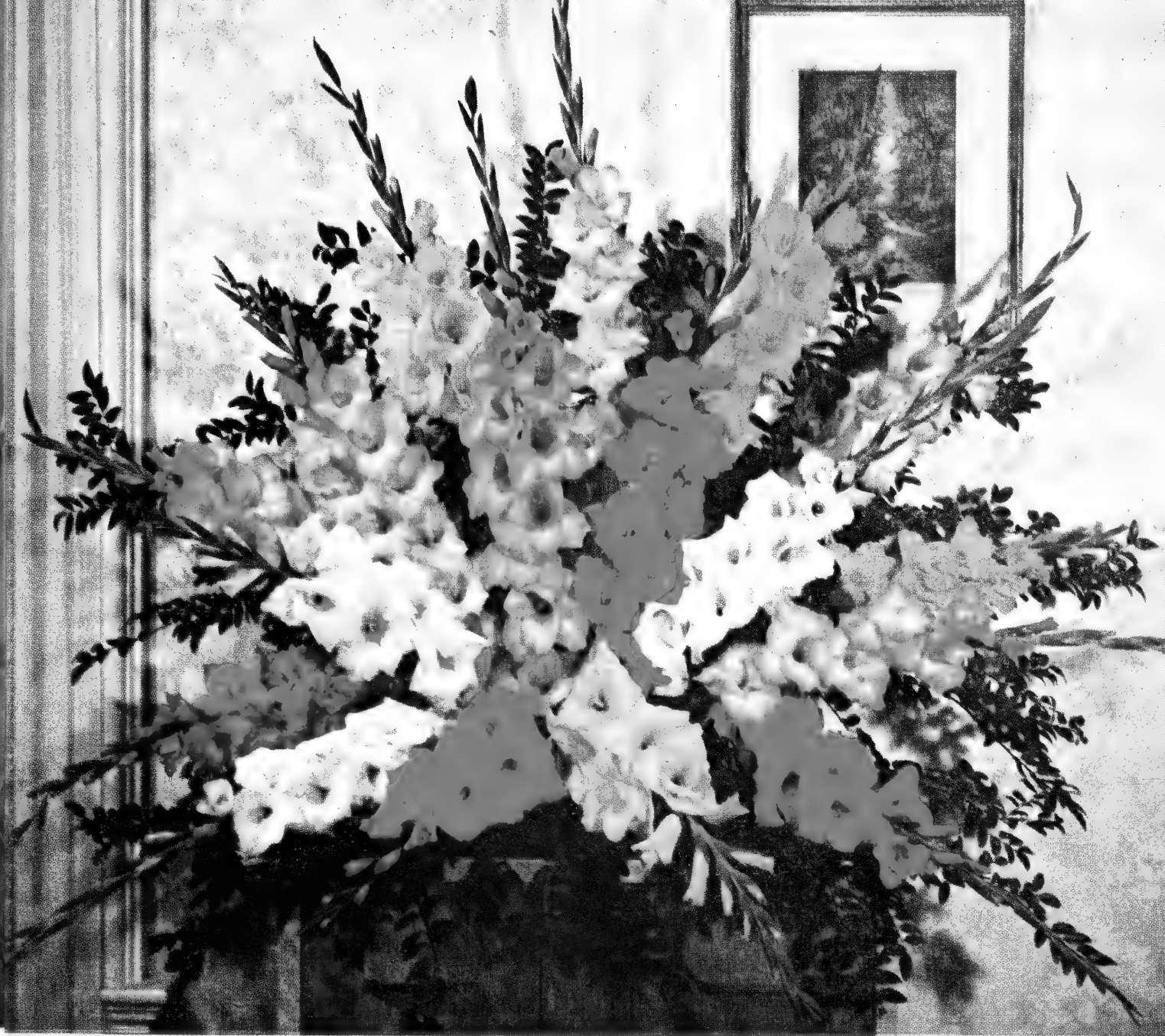
1 Large and 1 Medium bulb  
of each of the 21 fine varieties  
pictured in the above basket

(42 bulbs in all)  
labelled

— a \$14.30 value —

for \$11.00 postpaid

## COMBINATION OFFER



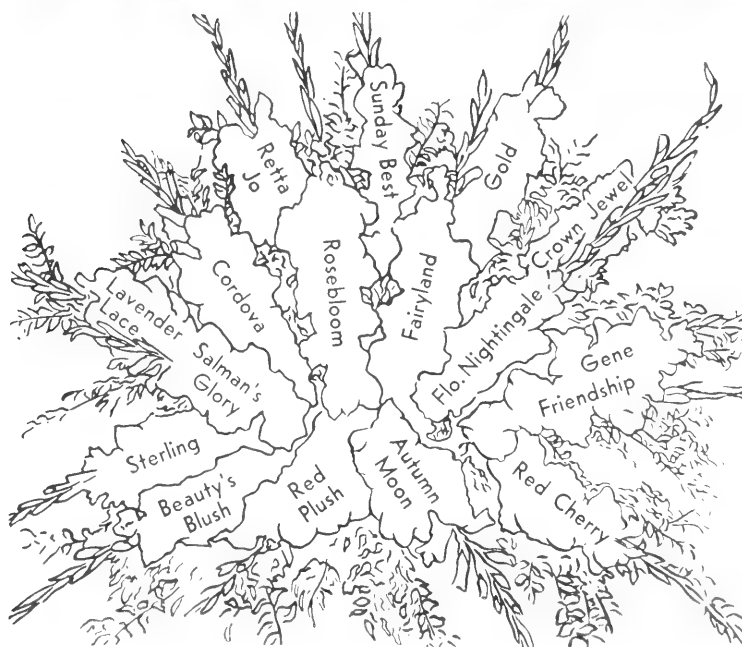
## GOLD COLLECTION

1 Large and 1 Medium bulb  
of each of the 17 beautiful varieties,  
including many very outstanding new  
sorts, pictured in the above basket

(34 bulbs in all)  
labelled

— a \$17.90 value —

for **\$14.00** postpaid



Both the Mother Fischer and the Gold Collec-  
tions—76 bulbs in all, labelled—  
a \$32.20 value—for .....\$22.00, postpaid

**Gwen** ★★ ★ (560) (Pickell, 1949) (80 days)  
 (Rosemarie Pfitzer x Picardy)  
 A glorified Chamouny of lighter hue and larger size, opening 6-8 medium rose blooms on willowy spikes. Not a fast propagator. The only distinctly fragrant glad in our list.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)  
 (S 1-.50; 10-4.00) (Blbts 2-25; 10-75)

**Harry Hopkins** ★★ ★ (462) (Salman, 1947)  
 (85 days) Of Salman's many rose-reds, this one is the best. Very similar to Nila in both color and form, but perhaps a trifle more vigorous. Those long ribbons of silken, deep rose-red blooms are mighty effective.

(L 2-.25; 10-1.00) (M 10-.60)  
 (S 10-.35) (Blbts. Pkg. 25)

**Heart O' Gold** ★★ ★ (401) (Fischer, 1950)  
 (65 days) ((Maid of Orleans x Picardy) X Lavender & Gold) Here is a glad with an original color combination: snowy white with golden butter-balls patted into the throat of each flower. Discriminating fanciers rate Heart O'Gold high. Of special value as a commercial because of its earliness. Pictured on page 14.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
 (S 1-.25; 10-2.00) (Blbts. 8-25; 100-2.50)

"Heart O'Gold has outsold all of last season's introductions. It is a most beautiful thing, and was more or less overlooked in the raving which went on over Noweta Rose, but one cannot overestimate the value of Heart O'Gold for either commercial use or exhibition. I think it was my choice for last season, opening early, with perfectly exquisite blooms, not big and showy, but with a delicacy and freshness which made it stand out."

—Bruce Collins, Michigan

**Heart's Desire** ★★ ★ (540) (Fiedler - Puer, 1948) (80 days) (Picardy x Rosemarie Pfitzer)  
 Another supremely beautiful glad, rivaling Gorgeous Deb! But this time it is a warm, waxy, pastel salmon with creamy-yellow throat. Heart's Desire will open up to eight rather triangular, heavy-substanced, beautifully ruffled florets on superb spikes. You'll have to see Heart's Desire with your own eyes to believe that such a beautiful glad exists.

(L 1-.30; 10-2.00) (M 1-.25; 10-1.50)  
 (S 2-.30; 10-1.00) (Blbts. 10-.40; 100-2.00)

**Heavenly White** ★★ (400) (Moses, 1944) (70 days)  
 Sport of Rosa van Lima) Here is the only bluish-white glad in our catalog — a peculiarly glacial color that blends well with the violet and rose shades.

(L 3-.25; 10-.80) (M 10-.50)  
 (Blbts. Pkg. .25)

**Helios** ★★ ★ (312) (Fischer, 1952) (85 days)  
 (Lantana x Gratitude) New deep yellow version of the frilly Gene. Described on page 4.

**High Finance** ★★ (582) (Wilson, 1940)  
 (95 days) (Minuet x Picardy) Light salmon striped or overcast with grey, reminding one of the old-time Mother Machree which once sold for \$100 per bulb. One of the best of the smokies and an impressive spike maker.

(L 3-.25; 10-.80) (M 10-.50) (Blbts. Pkg. .25)

**Kashmir** ★★ ★ (470) (Allen, 1950) (80 days)  
 This exceedingly rich, ruffled, round-floreted true purple self is decidedly in the upper echelons of beauty but is hardly a cut-flower type. Worthy of inclusion in your trial list.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)  
 (S 1-.25; 10-2.00) (Blbts. 10-.40; 100-2.50)

**King Alfred** ★★ ★ (532) (Hobbs, 1945)  
 (80 days) (Amrita x D. A. Hay) Salmon-pink glads are numerous; actual salmon ones are rather rare. King Alfred belongs to the latter class. Its warm yellow-pink color set off by a small sharp cream blotch, the heavy substance of its large triangular florets, its waxy texture and moderate ruffling make it a king indeed. A partially open spike is pictured on page 20.

(L 2-.25; 10-1.00) (M 10-.60)  
 (S 10-.35) (Blbts. Pkg. .25)

**King David** ★★ ★ (570) (Carlson, 1951) (85 days)  
 (King Lear Seedling) Here is a really magnificent new purple which may well deserve top rating after we have seen more of it. King David is a glorified King Lear, with less red in it, with wider-open florets and far better attachment, but with the same silver picotee edge and the same lustrous sheen.

(L 1-3.00) (M 1-2.50)  
 (S 1-2.00) (Blbts. 1-.30; 10-2.00)

**Knighthood** ★★ ★ (470) (Fischer, 1952) (85 days)  
 (Parentage unknown) Lustrous new pansy-purple of excellent substance and satin sheen, opening 5-6 ruffled round florets at a time. Described in full on page 5.

**Ladrone** ★★ ★ (433) (Palmer, 1947) (90 days) (Picardy x Gate of Heaven)  
 Deep salmon with a golden throat, somewhat over-colored in our picture on page 32. Ladrone produces those tall willowy spikes that are ideal for basket work.

(L 1-.20; 10-1.50) (M 2-.25; 10-1.00)  
 (S 10-.40) (Blbts. Pkg. .30)

**Lady Anne** ★★ ★ (400) (Buchanan, 1947) (70 days)  
 (Maid of Orleans x Dinah Shore) This early white with distinct cream throat makes a marvelous ribbon of bloom, as witness our illustration on page 21. Some glads seem to deteriorate; some seem to hold their own; others get better year after year. Lady Anne belongs to the last named group. This fine commercial was one of our four best whites last summer (the others: Florence Nightingale, Mother Fischer, and Florentine).

(L 2-.25; 10-1.00) (M 10-.60)  
 (S 10-.35) (Blbts. Pkg. .30)

**Ladykiller** ★★ ★ (221) (K. & M., 1948) (75 days)  
 This tiny arrangement glad might be called a miniature Pactolus in an orange shade, though the round, red blotches are less distinct than in the case of Pactolus. Ladykiller is a dapper little number and will no doubt slay the ladies—at least those who are vulnerable to charming little arrangement glads.

(L 1-.20; 10-1.60) (M 2-.25; 10-1.00)  
 (S 3-.25; 10-.70) (Blbts. 15-.25; 100-1.40)



**Lancaster** ★★ ★ (470) (Palmer, 1944) (85 days) (Minuet x King Lear) Our rating of a variety fluctuates slightly from year to year in accordance with the performance of that variety. Thus Lancaster loses a star this year. But it is nonetheless one of the outstanding purples. We love it for its true pansy-purple color, round florets, and splendid ruffling. A tall grower which opens 6-8 florets at a time. For a *basso profundo* note in the symphony of glad colors, depend on Lancaster!

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**La Valle** ★★ (506) (Lines, 1949) (85 days) (Shirley Temple x Sir Galahad) This massive ivory glad with a spark of fire deep in the throat has been deluged with superlatives in certain quarters, but our own enthusiasm remains quite muted. While it has vigor galore and opens about eight huge florets, there is a crowdedness and lack of elegance about it that makes us realize that it must do better elsewhere. Before plunging on this one, better try it out in your environment. Some glads do well everywhere; others are more choosy as to soil and climate.

(L 1-1.25) (M 1-1.00)  
(S 1-.75) (Blbts. 15-1.00)

## Lavender and Gold ★★ ★

(366) (Baerman, 1943) (65 days) (Queen of Bremen X Sweetheart x Rosemarie Pfitzer) Next to Starlet, the most graceful glad in our list. Descriptively-named, Lavender and Gold has those too-rarely-seen wiry stems that characterize ideal arrangement glads. An elegant winsome little flower, whose pale lavender and glowing gold make it companionable with creamy-yellow roses.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

## Lavender Beauty ★★ ★

(466) (Kolb, 1950) (80 days) (Elizabeth the Queen x Myrna) From Canada, where Elizabeth the Queen originated, comes this lighter-toned sequel to charm us anew. Lavender Beauty is virtually a self, having a better throat than Elizabeth the Queen but sharing its wonderful substance and handsome ruffling. Seemingly a good spike maker.

(L 1-1.00; 10-8.00) (M 1-.60; 10-4.80)  
(S 1-.40; 10-3.20) (Blbts. 4-.25; 100-5.00)

**Lavender Lace** ★★ ★ (466) (Fischer, 1950) (80 days) (Poet's Dream x Elizabeth the Queen) Pictured on page 5, but more accurately on page 10 is this exquisite but massive lavender with glowing creamy throat. Subject to considerable flecking in cool, rainy weather, at its best Lavender Lace is one of the two or three most lavishly beautiful lavenders now in commerce. With maximum purity of throat and maximum waxiness of texture (inherited from Poet's Dream), plus a stylish dash of ruffling, it has a beauty at once lush and ethereal. Lavender Lace was a conspicuous winner of blue ribbons at shows last summer.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

"The bulbs I received from you last spring were the finest and cleanest I have received for some time . . . I showed Lavender Lace and Autumn Moon and won first with both. They were grand."

—Geo. Moore, Massachusetts

"Your Lavender Lace is a beautiful thing. Noweta Rose is tops."

—Francis Graff, Gladmeadow, Illinois

**Leading Lady** ★★ ★ (506) (Johnston, 1941) (85 days) (Sport of Picardy) Sporting is viewed as a sign of vitality, and Picardy—long the most widely grown of glads—has produced the most sports. Leading Lady, a light cream that will pass as white with the florists, is one of the best. Though one of the greatest show winners of all time and occasionally exhibited with up to eleven open florets, it seems to be slipping in respect to vigor, as has Picardy itself, but it is still prominent at shows and is still often named grand-champion.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Leading Light** ★★ ★ (500) (Barrett, 1948) (80 days) (From two seedlings, both derived from White Zombie x Eve) Nice again this year was this large, lacy, deep cream shown in color on page 20. Translucent texture and a rather unusual curly type of ruffling like that of a petunia give this glad individuality.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.35; 10-2.50) (Blbts. 10-.60; 100-5.00)

**Leah Gorham** ★★ ★ (450) (Gorham, 1951) (85 days) (American Commander x Liberator) This shapely rich scarlet with snowy throat reminds one of a vivid red bird with a snowy breast. Indeed a striking gladiolus! Not as large as Carnival but with more attractively recurved florets. Leah Gorham appears to be a highly consistent grower, producing tidy, stretchy spikes with assembly-line uniformity, as do Beauty's Blush or Rose Charm. Six to eight florets are open at a time.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.35; 10-2.50) (Blbts. 5-.25; 100-5.00)

**Lila Wallace** ★★ ★ (462) (Fairchild, 1947) (80 days) (Early Rose x King Lear) Sumptuous light rose-red of tremendous substance and elegant ruffling. The American-beauty coloring, roundness and wide-openness of floret, the abundant inflorescence, and satin sheen contribute to an ensemble that is really stunning. But this glad is indeed loth to produce those spire-like spikes, unless given plenty of pampering. (At least it let us down last summer.) Lila Wallace was named for the wife of the publisher of the Reader's Digest by the Wallaces' pastor, Rev. Fairchild, who is also a leading glad fan, author, and hybridizer.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.25; 10-2.00) (Blbts. 5-.25; 100-3.50)

**Lipstick** ★★ ★ (410) (Balentine, 1941) (90 days) (Picardy x Schwabengirl) Light pink accented by a sharp blotch of red. A rather easy grower, producing a formal two-row spike. A distinctive worth-while variety that likes to grow. A good cutter that grows on one. Crooks under some conditions.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .30)

"Heart O'Gold is now in bloom. I have been raising glads for several years and have yet to find anything to compare with it."

—Walter DeVare, Illinois





Five Orchid-throated Beauties: Crusader, Pactolus, Carnival, Crown Jewel, Ladrone.

### Little Gold ★ ★ ★ ★ (212) (Fischer, 1950) (80 days)

(Golden Poppy x Premier) If I could grow only three yellow glads, I would not scratch my head very long in puzzlement as to my choice. They would be Gold, Little Gold, and Aureole. For beauty of form I place Aureole first; for beauty of color, Little Gold; for a combination of both superb form and superb color, Gold. Yellow is such an important color, however, that one will want not only these three but many others.

Turn to our Starker arrangement of Little Gold on page 34. Note the golden color, so much like that of the California poppy, the wiry stem, the heavy substance, the lavish ruffling. Little Gold is a stunning little glad and a consistent producer of miniature buggy-whip spikes carrying 4-5 open blooms. Incidentally, Mr. Starker considered Little Gold a jewel for arrangements.

(L 1-.25; 10-2.00) (M 2-.25; 10-1.00)  
(S 10-.50) (Bibts. Pkg. .30)

### Little Sweetheart ★ ★ ★ ★

(240) (Fischer, 1948) (80 days) (Sweetheart x Myrna) Here is another of Mr. Starker's prime favorites for arrangements, of which we hope to show you a "living picture" in color another year. Our problem with Little Sweetheart is not to sell it, however, but to raise

enough of it to meet the demand! This tiny, waxy pure pink with large snowy throat and lavish frilling is considered by many the most beautiful miniature glad in existence. For myself, if I could grow only ten varieties, this would certainly be one of them. Little Sweetheart produces the neatest little spikes of excellent length, with a fine wiry stem and 5-7 well-rounded little florets. We had spikes of this last summer so exquisite in their jewel-like perfection that they left us speechless. If you are not sure you care for miniature glads, leave it to Little Sweetheart to convert you.

(L 1-.35; 10-3.00) (M 1-.25; 10-2.00)  
(S 1-.20; 10-1.50) (Bibts. 20-.25; 100-1.00)

"We won the Grandchampionship in the Novice class at the Champaign County glad show with a lovely spike of Little Sweetheart. That beautiful spike was nearly smothered with ribbons."

—Muriel Winkleblack, Illinois

"Little Sweetheart . . . is one of my all-time favorites."

—Mrs. E. A. Sandvik, Minnesota

**Magnet** ★ ★ ★ (560) (Fischer, 1952) (75 days) (Rose O'Day x Elizabeth the Queen) Strapping new lavender-rose member of the Noweta Rose family, described in full on page 4.

# Customer Comments on Noweta Varieties

"200-45 (Ginger) is a lovely golden-orange with six to eight ruffled florets open on tall spikes. Fair placement. Fine tall grower and good color."

—Winston Roberts, Idaho

"Three varieties which I bought from you never fail to elicit explanations of admiration: White Gold, Noweta Rose, and Seedling No. 189 (Magnet). This grower is 8 inches—a towering broad head of beauty."

—Marjorie Monroe, Iowa

"I think very highly of the quality of the seedlings you release." —Paul Eaker (Clifford A. E.) Oregon

"Mother Fischer is excellent—the best white I have seen." —H. H. Goldstraw, Maryland

"White Lace is the perfect little flower."

—Gene Lins, Minnesota

"Autumn Moon looked like one of the best yellows I have seen and was definitely the best I have grown."

"Cream Orchids, of which I had one bulb, won a 1st at the Eastern International Show at Binghamton. Needless to say it had to be good."

"Crown Jewel—what a glad! One bulb, one spike, and one first at Binghamton and competition was very stiff. If I were to pick one new glad as outstanding for the year, it certainly would be Crown Jewel. It was a knockout."

"Fischer Seedling No. 169 (Magnet)—I can't praise this enough. I think it is about as beautiful as any variety I grew excepting Crown Jewel."

"Mother Fischer—one of my best whites."

"Rosebloom: this was the outstanding rose glad for me this year. It bloomed too early for the shows but the spike was superior to Elmer's Rose or Burma for me."

"I might add that Noweta originations were a very definite help to me toward bringing home the Marion Rich Sweepstakes Trophy from the Eastern International Show at Binghamton this year."

—Albert S. Graham, New York

"I am very enthusiastic about White Lace."

—Ernie Vennard (Cutler & Vennard Nursery).

"I think Crown Jewel especially beautiful."

—Mrs. Grayson Roberts, Alabama

"Cream Orchids was very good here. I saw it at several shows and it really was consistent."

—Earl Main, Michigan

"Rosebloom is a terrific glad."

—Geo. F. Ireland, Iowa

"Mother Fischer was wonderful for me—a great glad; Cream Orchids, so graceful, such a nice basket glad; Belvidere, so husky, so tall, such a nice color. Salute I liked too."

—Merle Allen, Minnesota

"Cream Orchids—extremely ruffled and crimped. Looks like a good show prospect . . . White Lace: a very fine little glad . . . Elmer's Rose: the best of the new lavender-rose seedlings . . . White Wave: this one looked like a good prospect for a big white commercial . . . Gold: we need a good deep yellow. This one is a beauty."

—M. M. Marshall, Illinois

"No. 169-45 (Magnet). I hope you will name this. I like it as well as either Elmer's Rose or Rosebloom. Little Gold is one of the sweetest little glads I have ever grown."

—Claude H. Cutsforth, Wisconsin

"I think Elmer's Rose attracted more attention than any other spike at our show." —C. D. Garver, Indiana

"We thought Mother Fischer was wonderful. Only had 1 bulb but it threw 2 spikes—the 1st won a blue ribbon in white class at Red Wing Flower Show and the other spike, a few days later, won a red ribbon and then was awarded 2nd day grand champion at Minnesota State Show. Quite a record for 1 bulb."

—Dr. A. R. Ames, Wisconsin

"So in closing the loss of luck to you this coming year—and may you be as lucky as Pegal Red, as beautiful as Friendship, as popular as Noweta Rose, and as outstanding as Belvidere, and a power to you!"

—Jesse H. Anderson, New Jersey

"Mother Fischer is also doing well in the East this year."

—Joe Sherman, New York

"No. 169-45 (Magnet) produced strong, straight stalks about equal in height with Elmer's Rose and Gold. We considered it a very fine flower and if a name is given to it we certainly want to honor about it. One other bulb I want to mention is Elmer's Rose. We consider this one of the best glads we have ever seen—very easily the equal of Noweta Rose and in many ways superior to it."

—Edward K. Vaughn, Oregon

"White Wave is to me the most beautiful white of them all. I carried on quite a search for a good white, and tried almost every white on the market this year. White Wave surpassed them all in both size of bloom and whiteness. The individual florets were huge, with just enough ruffling to add charm."

—J. W. Terry, Mississippi

"Autumn Moon was the most beautiful yellow we have ever grown." —Ken Lindsay, Illinois

"Your beautiful new glads have stimulated many friends to grow them in place of ordinary summer flowers."

—George J. Mott, New York

"Autumn Moon was the best spike in my garden this year, with Dark David a close second. Mother Fischer was very beautiful."

—Chas. M. Phillips, Indiana

## SPECIAL OFFER ON ARRANGEMENT GLADS

(Each of these varieties was especially recommended by Mr. Starker.)

|                     |                |
|---------------------|----------------|
| 5 L Wedgwood*       | lavender       |
| 5 L Little Gold*    | gold           |
| 5 L Abu Hassan      | violet         |
| 5 L Babs            | yellow         |
| 5 L Bo-Peep         | buff           |
| 5 L Cupid           | white          |
| 5 L Ladykiller      | orange         |
| 5 L Lavender & Gold | light/lavender |
| 5 L Rose Charm      | rose           |
| 5 L Starlet*        | white          |
| 5 L Ruby*           | red            |
| 1 L White Lace*     | white          |
| 1 L Cream Orchids*  | cream          |

Arrangement offer L, 57 large bulbs (a \$7.80 value) for \$3.00. Labelled.

Arrangement offer M, 57 medium bulbs (a \$4.80 value) for \$5.00. Labelled.

\*Pictured in color elsewhere in the catalog.

# WHOLESALE PRICE LIST--Not Prepaid

Prices indicated are F.O.B. St. Charles, Minn. 25 or more bulbs of the same size and variety will be sold at the hundred rate. Varieties marked with an \* may be purchased by the 1000 at 8 times the 100 rate.

| PRICE PER 100               |        |        |        |        |       |       |        | Bulblets |       |
|-----------------------------|--------|--------|--------|--------|-------|-------|--------|----------|-------|
|                             | 1      | 2      | 3      | 4      | 5     | 6     | ½ Pt.  | Qt.      | Pk.   |
| ABU HASSAN .....            | 7.00   | 6.00   | 5.00   | 4.00   | 3.00  | 2.00  | .....  | .....    | ..... |
| AUREOLE* .....              |        | 6.00   | 4.50   | 3.50   | 3.00  | 2.00  | 1.50   | 5.00     | 34.00 |
| AUTUMN MOON .....           |        |        | 20.00  | 10.00  | 11.00 | 10.00 | 4.00   | 30.00    | ..... |
| BEAUTY'S BLUSH* .....       | 5.00   | 4.00   | 3.50   | 3.00   | 2.00  | 1.50  | 1.00   | 3.00     | 18.00 |
| BETTER TIMES .....          | 8.00   | 7.00   | .....  | .....  | ..... | ..... | .....  | .....    | ..... |
| BETTY DUNCAN .....          | 12.00  | 10.00  | 8.00   | 6.00   | 5.00  | 4.00  | 4.00   | 12.00    | 80.00 |
| BIRCH RED .....             | 16.00  | 12.00  | 10.00  | 8.00   | 6.00  | 4.00  | 10.00  | 30.00    | ..... |
| BLESSED DAMOZEL* .....      |        |        | 3.00   | 2.50   | 2.00  | 1.25  | .75    | 2.00     | 12.00 |
| BONFIRE .....               | 15.00  | 12.00  | 10.00  | 8.00   | 6.00  | 5.00  | 5.00   | 15.00    | 90.00 |
| BOULOGNE* .....             |        |        |        | 2.50   | 2.00  | 1.50  | 1.00   | 2.50     | 14.00 |
| BRIDAL ORCHID .....         | 80.00  | 70.00  | 60.00  | 40.00  | 30.00 | 20.00 | 30.00  | 100.00   | ..... |
| BURMA* .....                | 4.50   | 3.50   | 3.00   | 2.50   | 2.00  | 1.50  | 1.00   | 2.50     | 15.00 |
| CARNIVAL .....              |        |        |        | 5.00   | 4.00  | 3.00  | 3.00   | 10.00    | ..... |
| CHAMOUNY* .....             | 4.00   | 3.50   | 3.00   | 2.50   | 2.00  | ..... | 1.00   | 2.50     | 15.00 |
| COL. ATKINSON .....         |        |        | 7.00   | 6.00   | 5.00  | ..... | .....  | .....    | ..... |
| CONN. YANKEE* .....         |        | 8.00   | 7.00   | 5.00   | 4.00  | ..... | 4.00   | 12.00    | ..... |
| CREAM ORCHIDS .....         | 64.00  | 56.00  | 48.00  | 40.00  | 32.00 | 28.00 | 40.00  | 120.00   | ..... |
| CROWN JEWEL .....           | 96.00  | 88.00  | 80.00  | 72.00  | 64.00 | 56.00 | 60.00  | 200.00   | ..... |
| CUPID* .....                |        | 5.00   | 4.00   | 3.00   | 2.00  | 1.25  | 1.00   | 3.00     | 18.00 |
| DARK DAVID .....            | 96.00  | 88.00  | 80.00  | 72.00  | 64.00 | 56.00 | 60.00  | 200.00   | ..... |
| DEE-TWELVE .....            | 45.00  | 35.00  | 30.00  | 25.00  | 16.00 | 14.00 | 25.00  | .....    | ..... |
| DIEPPE* .....               |        | 4.00   | 3.50   | 2.50   | 2.00  | 1.50  | 1.00   | 4.00     | 25.00 |
| DOLLY VARDEN .....          | 64.00  | 56.00  | 48.00  | 40.00  | 32.00 | 20.00 | 40.00  | 120.00   | ..... |
| DUSTY MILLER* .....         |        |        | 2.50   | 2.00   | 1.50  | 1.25  | 1.00   | 3.00     | 20.00 |
| ELIZABETH THE QUEEN* .....  | 5.00   | 4.00   | 3.00   | 2.50   | 2.00  | 1.50  | .75    | 2.00     | 14.00 |
| ELMER'S ROSE .....          | 64.00  | 56.00  | 48.00  | 40.00  | 32.00 | 20.00 | 40.00  | 120.00   | ..... |
| ETHEL CAVE COLE* .....      |        | 3.50   | 3.00   | 2.00   | ..... | ..... | .75    | 2.00     | 10.00 |
| EVANGELINE .....            | 18.00  | 15.00  | 12.00  | 9.00   | 7.00  | 5.00  | 7.00   | 25.00    | ..... |
| FIREBRAND* .....            |        |        | 4.00   | 3.00   | 2.00  | ..... | 1.00   | 4.00     | 25.00 |
| FLORENCE NIGHTINGALE* ..... | 7.00   | 6.00   | 5.00   | 4.00   | 3.00  | 2.00  | 2.00   | 6.00     | 40.00 |
| FLORENTINE* .....           | 12.00  | 10.00  | 8.00   | 7.00   | 6.00  | 5.00  | 5.00   | 15.00    | 90.00 |
| FRIENDSHIP* .....           | 11.00  | 9.00   | 7.00   | 5.00   | 3.00  | 2.50  | 3.50   | 12.00    | 72.00 |
| GENE .....                  | 15.00  | 12.00  | 10.00  | 8.00   | 6.00  | 5.00  | 3.00   | 10.00    | 65.00 |
| GENERAL EISENHOWER .....    |        |        | 4.00   | 3.00   | 2.50  | 2.00  | 1.00   | 4.00     | 20.00 |
| GOLD .....                  | 180.00 | 150.00 | 120.00 | 100.00 | 80.00 | ..... | 150.00 | 500.00   | ..... |
| GOLDEN FAVORITE* .....      | 5.00   | 4.00   | 3.00   | .....  | ..... | ..... | .75    | 2.00     | ..... |
| GORGEOUS DEB .....          | 50.00  | 40.00  | 30.00  | 25.00  | 20.00 | 16.00 | 20.00  | 65.00    | ..... |
| HARRY HOPKINS .....         |        |        | 4.00   | 3.50   | 2.50  | 2.00  | 1.50   | 5.00     | ..... |
| HEART O'GOLD .....          | 32.00  | 28.00  | 24.00  | 20.00  | 16.00 | 12.00 | 14.00  | 50.00    | ..... |
| HEAVENLY WHITE .....        | 4.00   | 3.50   | 2.50   | .....  | ..... | ..... | .75    | 2.50     | 12.00 |
| KASHMIR .....               | 32.00  | 28.00  | 24.00  | 20.00  | 16.00 | 12.00 | 14.00  | 50.00    | ..... |

| PRICE PER 100                                   | 1     | 2     | 3     | 4     | 5     | 6     | $\frac{1}{2}$ Pt. | Tablets<br>Qt. | Pk.    |
|---|-------|-------|-------|-------|-------|-------|-------------------|----------------|--------|
| LADYKILLER .....                                |       |       | 5.00  | 4.00  | 3.00  | 2.50  | 2.50              | 8.00           |        |
| LANCASTER .....                                 |       |       | 4.00  | 3.50  | 2.75  | 2.00  | 2.00              | 6.00           |        |
| LAVENDER & GOLD .....                           |       | 4.00  | 3.00  | 2.50  | 1.50  |       | 1.50              | 4.00           | 20.00  |
| LAVENDER LACE .....                             | 30.00 | 26.00 | 20.00 | 16.00 | 12.00 | 8.00  | 11.00             | 50.00          | 300.00 |
| LITTLE GOLD* .....                              | 12.00 | 10.00 | 8.00  | 6.00  | 5.00  | 4.00  | 3.00              | 10.00          | 60.00  |
| MISS WISCONSIN .....                            |       |       |       | 3.00  | 2.00  | 1.50  | 1.60              | 4.00           |        |
| MIXTURE* .....                                  | 4.00  | 3.50  | 3.00  | 2.00  | 1.50  | 1.00  | .25               | 1.60           | 6.00   |
| MOTHER FISCHER .....                            | 64.00 | 56.00 | 48.00 | 40.00 | 32.00 | 28.00 | 40.00             | 120.00         |        |
| MT. INDEX* .....                                | 4.00  | 3.50  | 3.00  | 2.50  |       |       | 1.00              | 3.00           | 18.00  |
| NOCTURNE .....                                  | 32.00 | 28.00 | 24.00 | 20.00 | 16.00 | 12.00 | 14.00             | 50.00          |        |
| NOWETA ROSE .....                               | 64.00 | 56.00 | 48.00 | 40.00 | 32.00 | 28.00 | 40.00             | 120.00         |        |
| OCTOBER SUNSHINE .....                          | 7.00  | 5.50  | 4.50  | 3.75  | 3.25  | 2.50  | 3.00              | 10.00          |        |
| ORANGE GOLD* .....                              | 5.00  | 4.50  | 3.50  | 2.50  | 2.00  | 1.50  | 1.60              | 3.00           | 18.00  |
| PACTOLUS* .....                                 | 7.00  | 5.50  | 4.50  | 3.75  | 3.25  | 2.50  | 3.00              | 10.00          | 65.00  |
| PARTHIENA .....                                 | 16.00 | 14.00 | 12.00 | 10.00 | 8.00  | 6.00  | 12.50             | 45.00          |        |
| PASTELINE .....                                 | 25.00 | 20.00 | 18.00 | 14.00 | 10.00 | 8.00  | 12.00             | 35.00          |        |
| RAVEL .....                                     |       | 5.00  | 4.00  | 3.50  | 2.75  | 2.00  | 2.00              | 7.00           |        |
| RED CHARM* .....                                |       | 4.50  | 3.50  | 2.50  | 2.00  | 1.25  | 1.60              | 3.00           | 18.00  |
| RED WING .....                                  | 25.00 | 20.00 | 16.00 | 12.00 | 9.00  |       | 12.00             | 40.00          |        |
| RED PLUSH .....                                 | 7.00  |       |       |       |       |       |                   |                |        |
| REGAL RED* .....                                |       |       | 4.50  | 3.50  | 3.00  | 2.50  | 2.00              | 6.00           | 40.00  |
| ROSEBLOOM .....                                 | 25.00 | 20.00 | 16.00 | 12.00 | 9.00  | 7.00  | 10.00             | 30.00          |        |
| ROSE CHARM* .....                               |       |       | 4.00  | 3.50  | 2.75  | 2.00  | 1.50              | 6.00           | 36.00  |
| ROSE O'DAY* .....                               | 5.00  | 4.00  | 3.00  | 2.50  | 2.00  | 1.50  | 1.00              | 3.00           | 20.00  |
| SALMAN'S GLORY* .....                           | 5.00  | 4.50  | 3.50  | 2.50  | 2.00  | 1.25  | 1.00              | 3.00           | 18.00  |
| SALUTE .....                                    | 25.00 | 20.00 | 16.00 |       | 9.00  | 7.00  | 10.00             | 30.00          |        |
| SCARLET GLORY* .....                            | 15.00 | 12.00 | 10.00 | 8.00  | 6.00  | 3.00  | 9.00              | 25.00          |        |
| SEEDLINGS* (Unbloomed)—Mixed Medium & Small \$7 |       |       |       |       |       |       |                   |                |        |
| SHERWOOD .....                                  |       |       | 10.00 | 8.00  | 6.00  | 5.00  | 6.00              | 20.00          |        |
| SNOW PRINCESS* .....                            | 5.00  | 4.00  | 3.00  | 2.50  | 2.00  | 1.50  | .50               | 2.00           | 13.00  |
| SPARKS* .....                                   |       | 7.00  | 6.00  | 5.00  | 4.00  | 3.00  | 3.00              | 10.00          | 70.00  |
| SPIC & SPAN* .....                              |       | 5.00  | 4.00  | 3.50  | 2.75  | 2.00  | 1.50              | 5.00           | 35.00  |
| SPOTLIGHT* .....                                | 5.00  | 4.00  | 3.00  | 2.50  | 2.00  | 1.50  | .50               | 2.00           | 13.00  |
| STARLET* .....                                  |       | 5.00  | 4.00  | 3.00  | 2.00  | 1.50  | 1.25              | 4.00           |        |
| SUNLIGHT .....                                  | 5.00  | 4.00  | 3.50  | 3.00  | 2.50  |       | 1.50              | 5.00           |        |
| SWEET SIXTEEN .....                             | 64.00 | 56.00 | 48.00 | 40.00 | 32.00 | 28.00 | 40.00             | 120.00         |        |
| TIVOLI* .....                                   |       | 5.00  | 4.00  | 3.50  | 2.75  | 2.00  | 1.50              | 5.00           | 30.00  |
| VARIATION* .....                                | 5.00  | 4.50  | 3.50  | 2.50  | 2.00  | 1.50  | 1.60              | 3.00           | 18.00  |
| VELVET MANTLE* .....                            | 15.00 | 12.00 | 10.00 | 8.00  | 6.00  | 5.00  | 5.00              | 15.00          | 90.00  |
| WEDGWOOD* .....                                 |       | 6.00  | 5.00  | 4.00  | 3.00  | 2.00  | 3.00              | 10.00          |        |
| WHITE CHRISTMAS .....                           |       |       | 4.00  | 3.00  | 2.00  | 1.50  | 1.50              | 5.00           |        |
| WHITE GODDESS .....                             | 18.00 | 14.00 | 12.00 | 10.00 | 8.00  | 6.00  | 8.00              | 30.00          |        |
| WHITE LACE .....                                | 32.00 | 28.00 | 24.00 | 20.00 | 16.00 | 14.00 | 14.00             | 50.00          |        |
| WHITE WAVE .....                                | 32.00 | 28.00 | 24.00 | 20.00 | 16.00 | 14.00 | 10.00             | 30.00          |        |



## Customer Quotes

"Had we known that Noweta bulbs would produce such fine flowers we would have ordered hundreds more. They were tops in beauty and in size. Our cut-flower sales doubled when our customers saw these giant size blooms."  
—Alvin Kropp, Wisconsin

"Some three or four years ago I ordered some glad bulbs from you which have been the talk of the neighborhood for a long time."  
—Leslie Lightbody, Colorado

"Florentine, my best white to date."  
—Geo. N. Sofie, Utah

"We have a small flower business and raise about an acre of glads every year. I have purchased bulbs from many places, but never have I received so much for my money."  
—G. A. Swire, Ohio

"I might say that the glad bulbs I got from you are giving me excellent results."

—Mrs. V. E. Roberts, Truro Horticultural Club,  
Nova Scotia

"We are thrilled with our orchid-throated glads. They are simply beautiful."

—Mrs. C. E. McCutcheon, Jr., Missouri

"Your bulbs have always been more than satisfactory as to size and health, and can be depended on to produce the show spikes we like to place upon the show table."

—Ralph E. Kircimer, Secretary-Treasurer,  
Illinois Gladiolus Society

"My order of bulbs arrived today and when I opened the package to examine the contents, it was a much greater surprise than at Christmas."

—H. E. Mason, Sr., Massachusetts

"Any words of mine could never describe the breathtaking beauty of the glads, roses, etc., which your slides portray. So many times, during the showing of them I wished that you were present in order that you might hear the exclamations of delight and joy which were expressed by a large and very appreciative audience."

—Kathleen Vecchierello, Pennsylvania

"Mother Fischer was the tallest variety. It had two perfect spikes from the one bulb. One grew 5 ft. 9 in., the other 5 ft. 8 in. Sweet Sixteen is my favorite of all pinks."

—C. D. Garver, Indiana

"This is to tell you we named our only daughter, born January 22, 'Noweta May.' I hope I can get a supply of Noweta Rose next year."

—Mrs. J. Dillard

"We have a spike of Rosebloom in the center of an arrangement in our home that has eight open, four more showing lots of color and 9 or 10 to open yet. This glad was cut early Saturday morning and this is Tuesday evening. We have had temperatures in the nineties and the lower floret is just now beginning to wilt."

—Geo. F. Ireland, Iowa

"You will be pleased to know that your little Wedgwood was grand champion of the 'Heart of America Gladiolus Show' at Kansas City. It was smothered with ribbons."

—M. Tellefson, Kansas

"My most beautiful spike came from one of the two extra Friendship bulbs. I'm almost afraid to grow it again for fear I'll be disappointed."

—A. Summerville, New Jersey

"We had some wonderful spikes. Noweta Rose, Lavender Lace, Cupid, Enchantment, and Freedom were all equally beautiful."

—Mrs. Carl W. Jensen, Minnesota

"Your handling of my order was 200% satisfactory."

—J. H. Tucker, Wisconsin

"I sold \$600 worth of flowers from 9000 bulbs planted. We drove to nearby resorts and towns and always came back empty. Sold \$333.00 worth in August. These were all sold at 75c per dozen retail. Also furnished baskets and bouquets for weddings and funerals."

—Glen Clark, Michigan

"I feel there is no way, outside of church itself, where a person can get closer to God than to be among His creations—the flowers. And, gladiolus are such truly beautiful creations. I can think of no easier way for me to forget my troubles than to be working among flowers and marveling at their beauty. What an added thrill I will have this summer and in summers to come because of you."

—Herbert H. Hadow, Wisconsin

### The Gladiolus Classification System

The number after the name of each variety in our general descriptive list denotes the official size and color classification of that variety as determined by a committee of the North American Gladiolus Council. We list these classification numbers because they are helpful to customers in determining the exact size and color classification of varieties they may want to buy or to exhibit at glad shows conducted under the auspices of the N.A.G.C., where this classification system is used.

Glads are classified in five sizes as follows:

|           |                       |
|-----------|-----------------------|
| Miniature | 100—florets under 2¼" |
| Small     | 200—2½" through 3¼"   |
| Medium    | 300—3¼" through 4¾"   |
| Large     | 400—4½" through 5¾"   |
| Giant     | 500—5½" or larger     |

For instance, turn to page 13. The first variety described, Abu Hassan, is followed by the number 378. The 300 means it has a floret size from 3¼" through 4¾". The 78 designates this variety as a deep violet. Hence the numbers after the variety names tell the story of the size and color of the individual floret as grown under field conditions from large bulbs.

### COLOR CLASSES

| Class               |                                |
|---------------------|--------------------------------|
| 00 White            | 00 without conspicuous marking |
| White               | 01 with conspicuous marking    |
| Cream               | 06                             |
| 10 Yellow           | 10 (Light)                     |
| Yellow              | 12 (Deep)                      |
| Buff                | 16                             |
| 20 Orange           | 20 (Light)                     |
| Orange              | 22 (Deep)                      |
| Orange              | 24 (Red Orange)                |
| 30 Salmon           | 30 (Light)                     |
| Salmon              | 32 (Deep)                      |
| Scarlet             | 36                             |
| 40 Pink             | 40 (Light) without markings    |
| Pink                | 41 (Light) with c. markings    |
| Pink                | 42 (Deep)                      |
| 50 Red              | 50 (Light)                     |
| Red                 | 52 (Deep)                      |
| Red                 | 54 (Black)                     |
| 60 Rose             | 60 (Light)                     |
| Rose                | 62 (Deep)                      |
| Lavender            | 66                             |
| 70 Purple           | 70                             |
| Violet              | 76 (Light)                     |
| Violet              | 78 (Deep)                      |
| 80 Smoky shades     |                                |
| Smoky               | 82 (Orange Smoky)              |
| Smoky               | 83 (Salmon Smoky)              |
| Smoky               | 84 (Pink Smoky)                |
| Smoky               | 85 (Red Smoky)                 |
| Smoky               | 86 (Lavender Smoky)            |
| 90 Any other color. |                                |

**Manchu** ★★ ★ (513) (Beatrice Palmer, 1945) (80 days) ((Pfitzer's Triumph x Golden Dream) X (Picardy x Com. Koehl)) Prof. Palmer's sister, who has also given us some fine glads, scored a bull's-eye when she named this pink-flushed, lacquered buff-yellow **Manchu**. It's hard to put one's finger on what it is that gives this glad such an oriental-type personality: its unusual perky form or its strange blend of colors, which include a red diamond-shaped blotch in the throat. But **Manchu** is truly a slant-eyed beauty—the geisha-girl of the glad patch. We cut thousands of magnificent buggy-whip spikes of **Manchu** last summer. It was unbelievably good. If you haven't tried this variety, don't fail to do so. It's much more beautiful than the spikes in Mr. Starker's novel arrangement on page 35 suggest.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

"I tried **Manchu** this year and, believe it or not, the shortest spike in the field was 67 inches and the tallest 72 inches. Its color is different and worthy of being in anybody's garden." —C. H. Witt, Nebraska

**Mansoor** ★★ ★ (454) (Salman, 1947) (85 days) Glossy brownish-maroon is the phrase that best describes this tall-growing plain-petalled Holland origination. Though prone to fade in the sun, the unusual color and commendable vigor of **Mansoor** have made it a fairly popular variety.

(L 2-.25; 10-1.00) (M 10-.60)

## **Margaret Beaton** ★★ ★

(401) (Twomey, 1937) (85 days) (Offspring of two unidentified varieties purchased at a dime store.) Snow-white with a distinct scarlet "eye", like the Graf Zepelin or Prime Minister phlox is this whiter version of Salman's Glory. One of the best of the old-timers, now listed for the fifteenth year.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

**Meg** ★★ (412) (R. Pruitt, 1949) (85 days) You will appreciate the virility of this ruffled and rolled clear yellow whose tall straight spikes make it a worth-while late cutter. If you are tired of Spotlight and are looking for an all-around good yellow, try **Meg**, which comes from the originator of the famous Aureole.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

**Mid-America** ★★ (550) (Knierim, 1947) (85 days) (Red Charm x Snow Cruiser) A glad-elephant of a silky geranium-red color, growing about 60-66 inches tall and opening up to ten giant florets at a time. Rather a floppy variety but very popular because of its size and nice color.

(L 1-.20; 10-1.50) (M 2-.25; 10-1.00)  
(S 10-.60) (Blbts. 15-.25; 100-1.50)

**Mighty Monarch** ★★ ★ (552) (Butt, 1946) (90 days) (Red Charm x Hindenburg's Memory) Recommended for hybridizing because of its height and vigor is this deep, true red which will produce 15-bud spikes even from bulblets. Not a finished flower but seemingly a half-way step to something most worth-while.

(L 1-.20; 10-1.50) (M 2-.25; 10-1.00)  
(S 10-.50) (Blbts. Pkg. .35)

**Miss Wisconsin** ★★ ★ (460) (Krueger, 1943) (90 days) (Picardy x Dream O'Beauty) Its general excellence induced us to restore **Miss Wisconsin** to our list in spite of its poor propagation. A soft rose, mellow lower than Chamouny, this glad will reward you with truly massive flowerheads. A very regular performer.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

**Mixture** For those who don't have the hobbyist's instinct to have their glads labelled or who like an unlabelled collection just to see what surprises it may have in store for them, we make up this mixture from the regular varieties in our list, often including some high priced variety that we may be long on and sometimes putting in a few interesting seedlings that were too good to discard. I don't believe a better mixture is available anywhere.

(L 3-.25; 10-.70) (M 10-.50)  
(S 10-.30) (Blbts. Pkg. .15)

"I ordered 100 of your **Noweta Mix** last year and you sent 160 bulbs. Kept 50 for myself, as I had ordered them for a customer. Had wonderful blooms on them—the best mix I ever saw. Had one that I marked and kept, that every way you looked at it in the sun it was a different color. Kind of a red but a beauty. Also a couple of large whites that were dandies."

—C. A. Livesay, North Dakota

**Mother Fischer** ★★ ★ ★ (400) (Fischer, 1951) (85 days) (Pink Paragon x Elizabeth the Queen) If you want a white which grows 67 inches tall, which throws 60-inch spikes from even No. 5 bulbs, which produces a flowerhead sometimes a yard long, which has much heavier substance than even Florence Nightingale, and which is, in addition, gorgeously ruffled, grow **Mother Fischer**! We are happy, indeed, at the fine performance of this variety, not only in the locale of its origination but seemingly quite generally to judge by the fine spikes we saw at shows last summer and the fine reports from customers that we received. (See page 6.) **Mother Fischer** is a white velvet glad like White Christmas but infinitely easier to grow, and from an entirely different parentage. The spike pictured on page 24 illustrates the kind of flowerhead this variety will give you from virtually every bulb. Some seasons **Mother Fischer** will come white as new-fallen snow. Other years when it is cool and rainy, there will be an inconspicuous lavender line in the throat. Either way, it is a magnificent glad, unexcelled for exhibition and tops also as a commercial. **Mother Fischer** was three-spike grand and second-day grand champion at the Minnesota State Show last summer. Florence Nightingale, White Goddess, Silver Wings, Sierra Snow, and **Mother Fischer** were voted the five leading exhibition whites in the N.A.G.C. Symposium. In the same symposium it was one of the thirteen best commercials of the 1951 introductions.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)  
(S 1-.50; 10-4.00) (Blbts. 10-1.00; 100-8.00)

As a special service to our customers, we are enclosing an order blank for a subscription to **POPULAR GARDENING**, America's new all-garden magazine, which contains many excellent articles on every phase of gardening. **POPULAR GARDENING** will help and inspire you to have a better garden. Note the attractive introductory rate.

**Mt. Index** ★ ★ ★ (401) (Miller, 1942) (70 days) (Magna Blanca x Maid of Orleans) This tall white with small yellow glow in the throat has been a good commercial. It was named after one of the peaks in the Cascade Range. Mt. Index is superseded by Heart O'Gold.

(L 3-.25; 10-.80) (M 10-.50)  
(S 10-.25) (Blbts. Pkg. .25)

**Necia** ★ ★ ★ (442) (Both, 1949) (85 days) One of the few Australian varieties in our list is Necia, whose great vigor combined with a soft salmon-pink color and curious lavender-rose blotch made it seem worthwhile. A glad that is different. Pictured on page 21.

(L 1-.50) (M 1-.35)

**New York** ★ ★ ★ (462) (Salman, 1951) (80 days) Another rose-red from Holland. This one grows 66 inches tall, producing an excellent flowerhead bearing 6-7 large, silky, plain-petalled dusky rose-red blooms. Destined to achieve some popularity. A larger but less vivid Harry Hopkins. (M 1-.20; 10-1.50) (S 2-.25; 10-1.00) (Blbts. Pkg. .35)

**Nila** ★ ★ ★ (462) (R. Pruitt, 1947) (85 days) Don't deprive yourself of Nila! Among the least temperamental of glads, its uniform shoulder-high spikes carrying eight round, plain-petalled, silky, self-colored rose-red florets of heavy substance will delight you. Another good one from Robert Pruitt. (L 2-.25; 10-1.00) (M 10-.60) Pictured on page 20. (S 10-.35) (Blbts. 20-.25; 100-.75)



A Starker Arrangement of LITTLE GOLD with Anthemis and Rhubarb.



A Starker Arrangement of MANCHU with Pompon Dahlias and Rhubarb "Sticks" and Foliage.

**Nocturne** ★★ ★ (354) (Fischer, 1950) (80 days) (Melrose x Black Diamond) Nocturne is a medium-sized ebon-hued rose-red—almost a black-purple. No other glad is just this color. The florets are actually drenched with a resplendent, black-silk sheen. Gorgeously ruffled Nocturne is wonderfully rich in arrangements.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Blbts. 8-.25; 100-2.50)

**Nordic Queen** ★★ ★ ★ (540) (Fischer, 1952) (85 days) (Greta Garbo x Elizabeth the Queen) Platinum-blond sister of Evangeline. An ultra-waxy, bland flesh pink of superlative size, substance, and ruffling. Described in full on page 3.

**Noweta Rose** ★★ ★ ★ (560) (Fischer, 1950) (85 days) (Rose O'Day x Elizabeth the Queen) Our most sensational introduction, pictured on page 38. A glorious, sparkling, lavender-rose that produces uniform ramrod spikes five feet tall carrying 12-15 open blooms. Lower florets are 5½ inches in diameter. Even from small bulbs Noweta Rose will throw spikes with ten open in the field. Dr. Cason, the well-known writer on glads who has grown hundreds of varieties, in his last article in the N.A.G.C. Bulletin rated Noweta Rose among his "Ten Best Glads of the Year" and further stated that it had "the greatest inflorescence of any glad he'd ever

grown." In the 1950 N.A.G.C. Symposium Noweta Rose tied with Bridal Orchid as the leading introduction of 1950. The 1951 rating placed Noweta Rose first, Miss Wisconsin second, and Elmer's Rose third in the light rose exhibition class. It rated the third best commercial among the roses. Unlike so many giant glads, Noweta Rose has excellent form and, usually, perfect formal placement. It has great color-appeal. If you want to grow a glad of great beauty, high consistency, and incredible size, grow Noweta Rose! No glad collection is complete without it. Pictured on page 38.

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)  
(S 1-.50; 10-4.00) (Blbts. 10-1.00; 100-8.00)

"Noweta Rose looked very good in our garden this year. I was also impressed with Rose Charm."

—Roger Arnett, Friendly Glad Gardens, Indiana

"The frontispiece of your 1950 catalog illustrates three spikes of Noweta Rose with from 9-12 florets open, and if you were entirely unknown to me, it would be taken for granted that those spikes had been in cold storage for several days before the photograph was taken in order to induce as many florets to open as possible, but when my wife and I visited your gardens, we found scores of spikes of Noweta Rose with 10-12 florets open—over a dozen of them with 12 open and in perfect condition although it was a fairly hot day. No matter who would have told us, we would not have believed it, but we were forced to believe our own eyes."

—C. H. Knudson, Minnesota



"The Noweta Rose bulb purchased from you last spring produced the finest spike I have ever seen in a glad. It was five and one-half feet tall and as straight as a ramrod. The first blossom was off-side but aside from this the bloom placement was perfect. It created a sensation with all who saw it."

—Frank B. Headley, Ohio

"Noweta Rose was grand, as was also Belvidere."

—Leslie J. Schorge, New York

"As I left the house this morning there was a spike of Noweta Rose in our living room with 12 blossoms open in fine condition. Incidentally we won a Division Championship with Noweta Rose at the Eastern New York show on Long Island a week ago today."

—John R. Larus, Connecticut

"I won five firsts, four seconds, and two thirds: also the best spike in the show with a Noweta Rose."

—A. C. Winget, Saskatchewan

"My husband thought you might be pleased to learn that he won a Division Championship with a beautiful Noweta Rose; and also won in the Court of Honor (or Peoples Choice—where the public votes for their favorite) with another Noweta Rose."

—Mrs. Albert Flory, Massachusetts

"Noweta Rose . . . won the blue ribbon as the best recent introduction . . . From experience I do not hesitate to recommend Noweta Gardens for quality gladiolus bulbs."

—Edwin C. West, North Carolina

## October Sunshine ★★ ★

(420) (Quackenbush, 1947) (85 days) (Picardy x Yellow Perfection) This orange-buff glad simply outdid itself last summer, producing thousands of towering spikes with splendid flowerheads carrying 6-8 well-placed, plain-petalled blooms. One could not ask for a finer commercial. A rival of that other excellent near-orange, Betty Duncan. October Sunshine will be a welcome sight in your garden; in the house, too, it combines well with either dark or blonde furniture. Try it! One of my prime favorites.

(L 2-.25; 10-1.00) (M 10-.60)

(S 10-.30) (Blbts. Pkg. .30)

## Oklahoma ★★ ★

(386) (Wilson, 1945) (90 days) (Janet x Bagdad) Still one of the prettiest of the so-called smokies is this winsome, Quaker-grey flower with the un-Quaker-like ruffling and chaste creamy throat. Oklahoma has the genteel and decorous personality of a little grandmother.

(L 2-.25; 10-1.00) (M 10-.60)

(S 10-.30) (Blbts. Pkg. .30)

## Orange Gold ★★ ★

(422) (Marshall, 1945) (85 days) The only important large-flowered true orange. Orange Gold will grow 69 inches tall, producing moderate flowerheads with 5-6 open blooms and a total of 17 buds. Our picture on page 17, showing the yellow throat, is an accurate rendition. Orange Gold is an important variety because of the rarity of true orange glads.

(L 2-.25; 10-1.00) (M 10-.60)

(S 10-.30) (Blbts. Pkg. .30)

## Pactolus ★★ ★ ★

(417) (K. & M., 1947) (80 days) (Maskerade x Pfützer's Wunderkind) Blotched almost as boldly as a Swiss pansy is this handsome golden-buff and scarlet novelty pictured on page 32. Pactolus is the most strik-

ing blotched or "orchid-flowered" gladiolus in existence. It was one of our heaviest sellers last year and deservedly so. While it is at almost the opposite pole of beauty from such a delicate pastel as Beauty's Blush, there is plenty of room for them both. Pactolus is a glad destined for prolonged popularity. A splendid grower of high consistency, almost every spike duplicating its neighbor and all showing about eight open florets. Strongly recommended.

(L 2-.30; 10-1.20) (M 10-.80)

(S 10-.50) (Blbts. Pkg. .30)

## Pandora ★★ ★

(442) (Beatrice Palmer, 1940) (85 days) ((Paul Pfützer x H. Kanzleiter) X Picardy) A soft coral-pink with inconspicuous, deeper blotch, Pandora is one of those unpublicized glads which surprise one year after year with more quality than one expects. A very pretty glad and a commendably steady performer.

(L 2-.25; 10-1.00) (M 10-.60)

(S 10-.35) (Blbts. Pkg. .25)

## Parthiena ★★ ★

(566) (Hitchcock, 1949) (90 days) This mauve, or lavender-purple, glad is one of the giants of the glad world, rivaling Dolly Varden, Evangeline, Noweta Rose, and Mid-America. Indeed it makes a spike that is truly stupendous. Our picture on page 21 does not do it justice. Parthiena was named after the mother of the originator, the name being derived from the famous Hellenic Temple, the Parthenon.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)

(S 3-.25; 10-.75) (Blbts. 10-.25; 100-1.75)

## Pastel ★★ ★

(486) (Both, 1942) (95 days) The art shades of Breeder tulips find their gladiolus counterparts in the smokies. Pastel is a sophisticated blend of salmon and lavender-grey with the latter predominating. We consider this one of the most artistic smokies, it being unusually smooth in color and satiny in sheen.

(L 2-.30; 10-1.20) (M 3-.25; 10-.75)

(S 10-.50) (Blbts. Pkg. .30)

## Pasteline ★★ ★

(440) (Kolb, 1948) (95 days) (Maid of Orleans x Picardy) From a cross which has produced many famous glads comes this young giantess in the light pink class. Pasteline should be a good breeder, for it rivals Evangeline in height and approaches it in size.

(L 1-.40; 10-3.20) (M 1-.30; 10-2.40)

(S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

## Patrol ★★ ★ ★

(416) (Palmer, 1946) (75 days) (Picardy x Golden Goddess) Here is a glad which is often prominent in the Court of Honor when the grandchampion is being chosen. Indeed, it often captures the top honor itself. Patrol is a luscious golden-buff, opening 8-9 glossy, opulent blooms on a shapely formal spike with abundant stretch. Patrol, Pactolus, Strawberry Peach, Manchú, and October Sunshine are all outstanding among the buffs.

(L 1-.25; 10-2.00) (M 10-1.00)

(S 10-.50) (Blbts. 15-.25; 100-1.25)

## Peacock Eye ★★ ★

(577) (K. & M., 1950) (85 days) Happily named is this vigorous, tall light-blue with deep-violet blotch. A distinctive light blue that contributes variety to a very weak class. Include "Pfaunaug" in your trial list.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.00)

(Blbts. 10-.25; 100-2.00)

**Phantom Beauty** ★★ ★ (440) (Bastian, 1947) (85 days) (May be a Heritage Seedling) If you want a very light salmon pink with a formal spike carrying a dozen close-set blooms on a good flowerhead, you will find it in Phantom Beauty. A very famous variety that is now down to a standard price. Phantom Beauty opens well in water and is an excellent keeper. Along with Picardy it is one of the American varieties that the Dutch saw fit to stock heavily.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Poet's Dream** ★★ ★ ★ (366) (Baerman, 1946) (85 days) (Gloaming x Shirley Temple) This exquisite lavender pastel is a favorite of the ultra-discriminating. Though Poet's Dream does not produce a very long flowerhead, its chaste ivory throat, waxy texture, intense frilling, and misty lavender halo make it ethereal to the extreme.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .35)

**Quiberon** ★★ ★ (416) (Errey, 1949) (85 days) Quiberon definitely replaces Susquehanna in the light buffs, which variety it closely resembles in color. It is tall, robust, and in spike-formation suggestive of Picardy derivation. Will be in demand for sometime to come.

(L 1-.75) (M 1-.50; 10-4.00)  
(S 1-.30; 10-2.40) (Blbts. 2-.15; 10-.50)

**Radiance** ★★ ★ (350) (Butt, 1942) (70 days) (J. S. Bach x Picardy) Light vermilion color, suede texture, and long ribbony spikes of flat-open, ruffled florets make Radiance an outstanding early red commercial. A red that is different from most due to its J. S. Bach heritage.

(L 2-.25; 10-1.00) (M 10-.60)  
(Blbts. Pkg. .25)

**Ravel** ★★ ★ (477) (K. & M., 1946) (80 days) (Elegie x Seedling) Here is the highest-rated, largest, most vigorous, and most popular blue glad at the present time. Ravel opens eight large, round, flat-open florets on 55-inch bamboo stems. Color is a medium blue-violet with a garnet tongue. Not as pure in color as Better Times but otherwise superior. A really great "blue" glad.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Red Charm** ★★ ★ (452) (Butt, 1939) (80 days) (Com. Koehl x Picardy) For many years the standard of excellence among red glads, though now partially superseded by several newer varieties. Red Charm will open 6-8 glossy true-red florets on commanding spikes.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Red Cherry** ★★ ★ (436) (Roberts, 1946) (70 days) (Picardy x Tip Top) This co-called "red Picardy" has been impressively good with us for several years. Our picture on page 29 is fairly accurate, though perhaps a little too deep. Actually Red Cherry is a rather light red with a hint of cherry in its make-up. The very smooth suede texture of its saucer-like florets gives it lots of "class".

(L 1-.25; 10-2.00) (M 10-1.00)  
(S 10-.60) (Blbts. 25-.25; 100-.75)

**Redowa** ★★ ★ (552) (Butt, 1948) (85 days) (Admiral x Red Charm) Another fine red from Len Butt of Canada. Redowa is a tall-growing derivative of the famous Red Charm with 7-8 open florets and an appealing suede texture. Just a good all-around glad.

(L 1-.20; 10-1.50) (M 10-1.00)  
(S 10-.60) (Blbts. 20-.25; 100-.75)

**Red Plush** ★★ ★ ★ (536) (Baerman, 1943) (70 days) (Picardy x Flaming Meteor) Slightly deeper in color than Dieppe, this plushy salmon-scarlet is one of the most gorgeous glads in existence, opening up to eight, saucer-round, six-inch blooms at a time. Substance is heavy as chamois-skin. Indeed, single florets remind one of an amaryllis. Red Plush is listed in very few catalogs because it is a slow propagator. Were it not for this fact, it would be a very famous glad. Our picture of a tip of a spike shown on page 29, is too deep; in both color and florescence, Red Plush resembles Dieppe.

(L 2-.25; 10-1.00) (M 10-.60)

"Red Plush was a favorite with everyone."

—Russell Phillips, Illinois

"Red Plush and Belvidere were the best of the reds for me."

—Mrs. H. H. Shinville, Michigan

**Red Rascal** ★★ ★ (550) (Graff, 1945) (85 days) (Picardy x Baron Munchausen x Beltane) Another red with substance as heavy as chamois-skin is starchy, meticulously ruffled Red Rascal. This suede-textured cherry red is a high-class fancier's favorite.

(L 1-.25; 10-2.00) (M 2-.30; 10-1.20)  
(S 10-.70) (Blbts. 10-.20; 100-1.00)

**Red Velvet** ★★ ★ ★ (452) (Bastian, 1952) (85 days) (Tip Top x Com. Koehl) A cross of two Pfitzer varieties, Red Velvet was one of our major discoveries last summer. Truly velvety in texture, it reminds one in this respect of Dark David which it also resembles very closely in color. Red Velvet makes a very trim, neatly-tailored flowerhead with plenty of stretch. A very promising variety.

(L 1-1.00) (M 1-.75) (S 1-.50)  
(Blbts. 1-.20; 10-1.60)

**Red Wing** ★★ ★ ★ (436) (Wright, 1948) (85 days) (Seedling x Red Charm) Here is a red which has won more applause than any other in recent years. Red Wing produces campanile spikes with 8-10 five and one-fourth inch florets open at a time on really tremendous flowerheads. Color is a glossy light scarlet, almost a self. The round florets, light ruffling, super-abundant vigor, and 66-inch spikes combine to make this an ace for both the exhibitor and the cut-flower grower. Don't pass up Red Wing! It is a real bargain at \$.50 this year, compared to \$1.50 a year ago. Red Wing also blooms very well from small bulbs.

(L 1-.50; 10-4.00) (M 1-.35; 10-3.09)  
(S 1-.20; 10-1.50) (Blbts. 10-.30; 100-2.00)

"I won best spike in the show with Mother Fischer. Had wonderful spikes of Autumn Moon, White Lace and Elmer's Rose also."

—Mrs. Arthur Gerlich, New Jersey



**NOWETA ROSE** Readily Opens a Dozen Florets at One Time.

**Regal Red** ★★ ★ (536) (Fischer, 1949)  
 ••• (100 days) (Hindenburg's Memory x Liberator) We sold so close on Regal Red last year that we had nothing left to bloom but planting stock. The cool, rainy weather of August and September retarded these 5's and 6's so much that they were just beginning to throw their massive spikes when the September 27 frost cut them down. So we didn't see very much of Regal Red last summer.

Nevertheless it is a magnificent glad and the picture on page 41 in no wise exaggerates its resplendent beauty. Regal Red opens 5-6 enormous florets on gun-barrel spikes fully five feet tall. The florets pictured were 6 inches in diameter but customers report growing Regal Red with florets as much as 7½ inches across. The exact shade of Regal Red will vary slightly depending on the soil. With us it is an intensely lustrous scarlet-red with a white line in the throat—the whole

overlain with a distinct metallic sheen. We have had many glowing reports on this splendid variety, a few of which are reproduced below.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

"Regal Red was the traffic stopper on this street. I will never be without it."

—Mrs. David J. Gothold, Michigan

"I cut two spikes of Regal Red and Bonfire on October 1, as a heavy frost was predicted. They were

just showing color on the first floret. On October 26, I wore the tips as a corsage—as deeply colored as the first ones—to a garden club meeting and most of the members would not believe they were real."

—Mrs. Fred Varnum, Montana

"Just a few words of praise for your wonderful glad Regal Red . . . It grew five feet tall. The neighbors certainly raved about it . . . Surely this belongs near the top of the list . . ."

—M. G. Witmer, Pennsylvania



Exquisitely Ruffled WEDGWOOD Is Queen of the Early Lavenders.



**Retta Jo** ★★☆☆ (410) (Farrington, 1950) (85 days) ((Arethusa x Shirley Temple) X (Chalcedony x Shirley Temple)) This superbly beautiful light yellow with heavy translucent substance, lavish ruffling, and opulent, rounded form reminds one of Aureole, though they are easily distinguished. Thanks to Mr. Farrington of Kentucky for two resplendent yellows, Gene and Retta Jo! Retta Jo is pictured on page 29.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Blbts 5-.20; 100-3.00)

**Rosebloom** ★★☆☆ (460) (Fischer, 1951) (85 days) (Elizabeth the Queen x Rose O'Day) Along with Elmer's Rose and Chivalry, Rosebloom comes from the reverse cross of the hybridization that produced Noweta Rose. (Growing all the members of the Noweta Rose family will give one an interesting illustration of how glads from the same cross will vary—surely as much as the children in a human family! For a summary of the glads from the Rose O'Day x Elizabeth the Queen cross (and vice versa), see the description of Chivalry on page 5.) Rosebloom, a premium variety last year, is in a sense the lowliest one of the group, having the least real quality. Yet, as our picture on page 29 reveals, Rosebloom produces a tremendous spike.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Blbts. 10-.25; 100-1.50)

**Rose Charm** ★★☆☆ (360) (Fischer, 1948) (65 days) (Lavender and Gold X (Maid of Orleans x Picardy)) With us and with many others, this is the first of all glads to bloom. In fact, our good friend George Lasch reports blooming it in only 54 days—surely a record for earliness of bloom for this or any other gladiolus! Rose Charm is a fresh-toned crystalline light rose (not pink) with dramatic throat and midribs of cream. A planting of Rose Charm displays a phenomenal uniformity in height and blooming season. Plant 100 large bulbs of Rose Charm and they won't vary more than a few inches in height, which will be 52-55 inches, and the entire row can be cut in a week! Rose Charm opens 5-7 gracefully placed blooms on slender bamboo-type stems. A very charming basket variety and a gem for arrangements. If you are growing glads for cut-flowers, Rose Charm will be your No. 1 "first-early" and, until larger glads come in, an important commercial.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Rose O'Day** ★★☆☆ (560) (Fischer, 1944) (75 days) (Rosemarie Pfitzer x Dream O'Beauty) One of the supreme breeders in our list (probably because it came itself from Rosemarie Pfitzer) is Rose O'Day. Though superseded by its famous progeny—Noweta Rose, Elmer's Rose, etc.—it can still throw spire-like spikes of cool rose with deeper feathers in the throats. This is probably the last year we shall list Rose O'Day.

(L 3-.25; 10-.80) (M 10-.50)  
(S 10-.25) (Blbts. Pkg. .25)

**Rosy Future** ★★☆☆ (462) (Pletcher, 1951) (80 days) (Derived from seedlings of Dream O'Beauty, Henry Ford, Emile Aubrun, and a Kundred seedling) A new color treat in a deep rose, with a light fuchsia cast. Probably a shade lighter than the once famous Dream O'Beauty, which was a color champion in its day. Plants seem to be model growers. We predict a rosy future for this rich, velvety color-gem.

(L 1-1.00) (M 1-.75)  
(S 1-.50) (Blbts. 10-1.00; 100-8.00)

**Ruby** ★★☆☆ (252) (Kuhn, 1946) (70 days) (Kewpie Seedling x Seedling) We didn't fully appreciate Ruby until we saw Mr. Starker's stunning little arrangement of it (see page 15), which I can assure you was far more scintillating in reality than in the color plate. Happily-named Ruby is a little color-gem. The smallest glad we offer, this sparkling little midget rounds out the color circle among the small "arrangement glads."

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Salman's Glory** ★★☆☆ (507) (Salman, 1947) (68 days) Near the top among Dutch varieties is this immense light cream with scarlet blotch, pictured on page 29. Along with Friendship and Rose Charm, this is one of the outstanding "first early" glads. A magnificent bloomer from medium and small, although, of course, the mediums will bloom about 10 days later than the large and the small 10 days later still. If you grow glads for cut-flowers, Salman's Glory will be one of your important commercials.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Salute** ★★☆☆ (436) (Fischer, 1951) (90 days) (Red Charm x Commando) This starchy new dress-parade scarlet opens 6-8 clean-cut round florets on erect flagpole spikes 60 inches tall. Some distant kinship with Regal Red and Tarawa is shown by the sharp white line in the throat. Salute is a very prepossessing scarlet-red of high color saturation and rugged health. A fantastic propagator.

(L 1-.50; 10-4.00) (M 1-.35; 10-2.50)  
(S 1-.20; 10-1.60) (Blbts. 20-25; 100-.70)

**Sandman** ★★☆☆ (486) (Butt, 1941) (85 days) (Picardy x Rosabella) Shown in color on page 28 is this dusky old rose "smoky" with sharp reverse-blotch of ivory. Sandman made the finest spikes last summer of any smoky in my experience. The flowerheads were huge. Unfortunately the bulblets of this variety are difficult to germinate.

(L 2-.25; 10-1.00) (M 10-.60)

**Scarlet Glory** ★★☆☆ (436) (Dean, 1950) (85 days) (Sport of Algonquin) Much in evidence at certain shows last summer was this massive new scarlet-orange with lighter throat. Pronounced midribs and recurved form give this a good deal of distinction in respect to styling. It shows no resemblance whatever to Algonquin. Scarlet Glory lends new strength to the scarlet-orange class in our graphic color index.

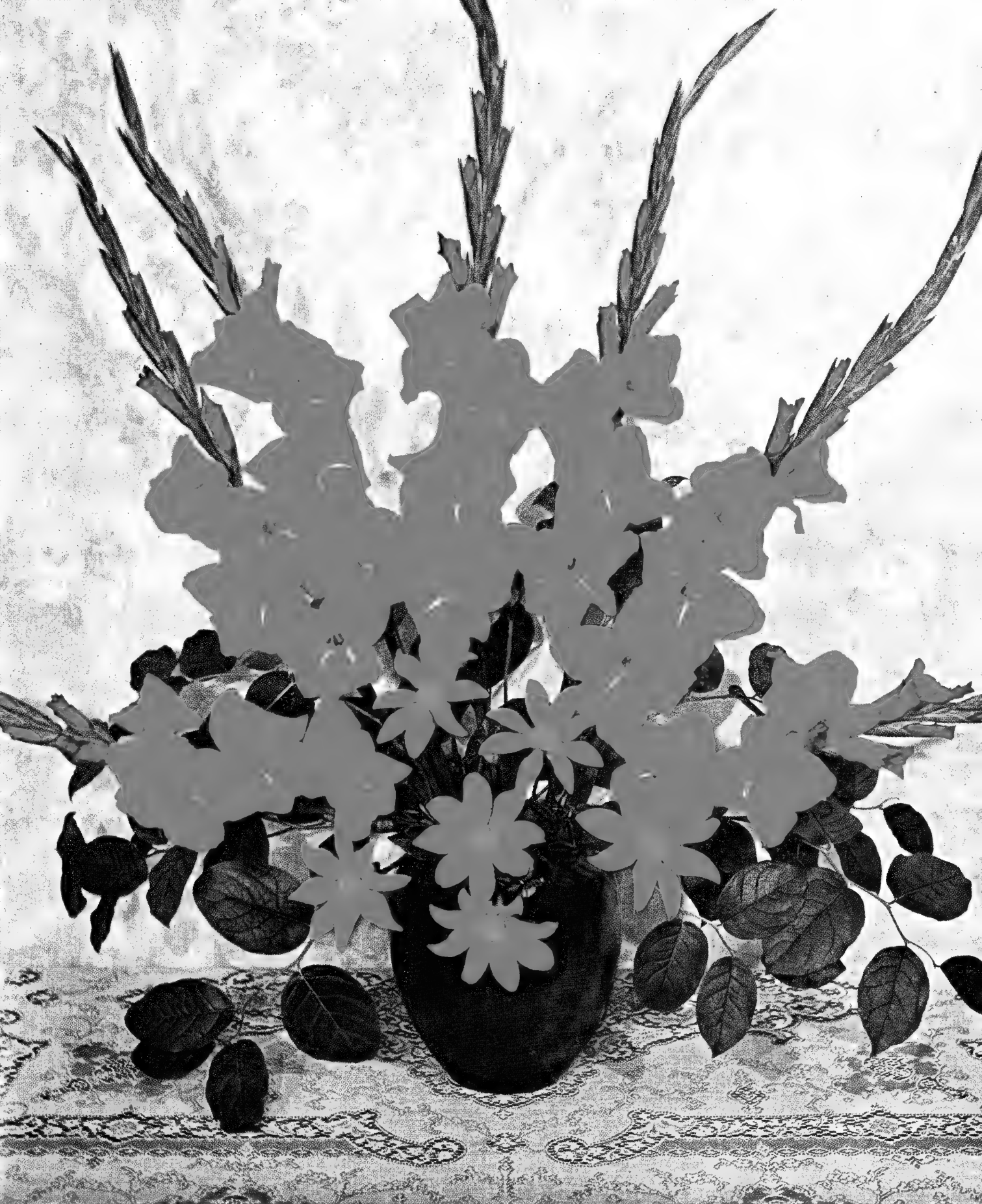
(L 1-.25; 10-2.00) (M 10-1.00)  
(S 10-.60) (Blbts. 15-.25; 100-1.00)

**Seashell** ★★☆☆ (540) (Roberts, 1948) (85 days) (Sonatine x Angelus) Again I say: if we could ever bloom this glad entirely free from flecking, it would readily rate four stars! The heavy florets seem carved of shell-pink wax and are covered with a glistening pearly sheen unlike the texture of any other glad. With us the floret arrangement lacks grace.

(L 1-.40; 10-3.00) (M 1-.25; 10-2.00)  
(S 2-.25; 10-1.00) (Blbts. 10-.25; 100-2.00)

"Elmer's Rose may be your best glad yet."

—Neil Canine (Glad-A-Way Gardens), California



### **SPECIAL OFFERS for Resplendent, Rugged REGAL RED**

|   |         |
|---|---------|
| <b>HOME GARDENER'S COLLECTION:</b> 10L, 20M, 20S (\$2.90 value) for .....                   | \$ 2.50 |
| <b>SMALL CUT-FLOWER COLLECTION:</b> 10L, 50M, 100S, ½ Pt. Blbts. (\$10.00 value) for .....  | 8.50    |
| <b>LARGE CUT-FLOWER COLLECTION:</b> 25L, 100M, 250S, 1 Qt. Blbts. (\$19.50 value) for ..... | 16.00   |

## Seedlings, Unbloomed

In planting my unbloomed seedling bulbs there are always quantities of bulblets that have fallen off the mother bulb and remain in the bottom of the tray. Instead of throwing these little gems away, they were planted to give my customers the thrill of looking over the unbloomed seedlings in search for that world-beater of tomorrow. Parents such as Beauty's Blush, Friendship, Burma, Spic and Span, Pactolus, Crusader, Crown Jewel, Elmer's Rose, Wedgwood, Elizabeth the Queen and choice seedlings were used. We did not offer these last year because of insufficient quantity to meet the demand. I heartily recommend that you indulge in this most fascinating pleasure of judging seedlings! Mecca, a 1951 introduction from Rockley Gardens, came originally from a lot of unbloomed seedling bulbs such as I am offering again this year.

(Mixed, M and S, 10-1.00; 100-8.00)

**Sequin** ★★ (410) (Palmer, 1949) (75 days) ((Picardy X (Jonquil x (Dawson x Golden Dream))) X (Orange Queen x Obelisque)) Sequin grows on one: hence the higher rating this year. A medium yellow self with a hint of ruffling. Sequin is an exceptionally steady performer. Cut-flower growers will like to cut this one. The arrangement artist will love the soft mellow tone that blends so well with other warm shades.

(L 1-.40; 10-3.20) (M 1-.30; 10-2.40)  
(S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

**Sherwood** ★★★ (470) (R. Pruitt, 1948) (80 days) Shown in color on page 20, this tall silky red-purple is a sure-fire commercial. Opening eight huge blooms on tall willowy spikes, it strikes a valuable color-note in the glad garden or in an arrangement. We nominate Sherwood and Aureole as Pruitt's best.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)  
(S 2-.25; 10-1.00) (Blbts. Pkg. .30)

**Silver Wings** ★★★ (500) (Ritsima, 1944) (90 days) (Sport of Picardy) We have generally felt this to be the loveliest of the white or cream sports of Picardy, though Eureka has the advantage in height. Silver Wings is a milky white with a trace of cream in the throat. A touch of starchy ruffling, not found in Picardy, gives it a special touch of character and charm. Occasionally a spike of Silver Wings (as of all the Picardy sports) will revert to the apricot-salmon color of Picardy—or it may be just a floret or even a petal or part of a petal will revert. Florists dislike this, but glad fans find it interesting. The late Kristian Prestgard once related how one of his maroon seedlings sported so that one row of florets was snow white and the other row deep maroon. Of course that was too good to last and the next year the same bulb bloomed with a wholly maroon flower.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Sincerity** ★★★ (407) (Errey, 1948) (85 days) Being optimists at heart, we are always happy when improved performance enables us to "up" the rating of a variety. Apparently enjoying the cool, rainy summer, Sincerity simply outdid itself, throwing hundreds of impressive spikes with 8-9 open florets. The color is cream with a small red blotch—much like the color of Salman's Glory. Sincerity is quite different in form, however. Try this for variety.

(L 1-.25; 10-2.00) (M 10-1.00)  
(S 10-.50) (Blbts. 15-.25; 100-1.00)

**Skyway** ★★★ (440) (Stevens, 1948) (70 days) (Derived from Mrs. Anna Pfitzer, Picardy, Our Selection, and Longfellow) Exceptionally fresh-toned is this tall-growing, early light pink, pictured on page 28. You'll love Skyway for its refreshing color and towering spikes. Early.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.25; 10-2.00) (Blbts. 10-.50; 100-3.50)

**Snow Princess** ★★★ (400) (Pfitzer, 1939) (75 days) Still grown by the acre for cut-flowers is this standard white of a decade ago. Though aware of its commercial merit, we feel that it is superseded by several newer whites.

(L 3-.25; 10-.80) (M 10-.50)  
(Blbts. Pkg. .25)

**Southern Belle** ★★★ (442) (Fischer, 1952) (75 days) (Friendship x Dawn Glow) Brilliant new pink with snowy throat and silver picoteeing. The picture on our front cover does not reveal the typical spike length but rather the type of spikes preferred by Mr. Starker for his classical arrangement. Southern Belle produces Campanile spikes and is a very easy grower.

**Sparks** ★★★ (507) (Glass, 1947) (95 days) (Seedling x Aladdin) Light yellow—almost cream—with a curious explosion blotch in the throat as if sparks were shooting out from a live coal is the coloring of this novel rival of Manchu and Pactolus. One might think a cosmic ray had struck the gene for throat blotches in the original seed, blowing it to smithereens! Pages 20 and 28 reveal the spike length of this fine origination but merely hint of the color-drama of Sparks.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Spic and Span** ★★★ (442) (Carlson, 1946) (80 days) (Picardy x New Era) "Spic", as it is affectionately called, is probably the most prominent glad now in commerce, though by no means as overwhelmingly prominent as its parent, Picardy was in the 1930's. (Probably no glad will be that prominent again—completely dominating glad shows and crowding most other glads out of florists' windows.) Like many other glads, "Spic" represents a definite improvement over Picardy. Its fresh salmon-pink color is very appealing and its tall, spire-like spikes (produced even from small bulbs) are indeed a joy to cut.

Like the late Sass brothers, Nebraska farmers famous for their iris, peony, and hemerocallis originations, Mr. Carlson, a Minnesota farmer, finds time, in spite of the long hours required to operate a farm, to indulge his hobby of gladiolus breeding and has given us some really outstanding originations. His best-known creation—Spic and Span—is pictured on pages 17 and 28.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Spindrifft** ★★★ (400) (Chase, 1947) (80 days) (Picardy x Myrna) This waxy pale cream, opening 7-8 starry florets on conventional flowerheads might be called an improved Myrna. More of a fancier's glad than a commercial, it has an enviable record of winnings at shows.

(L 1-.25; 10-2.00) (M 1-.20; 10-1.50)  
(S 2-.25; 10-1.00) (Blbts. Pkg. .30)

**Spotlight** ★★ ★ (413) (Palmer, 1944) (80 days) (Picardy x Yellow Seedling derived from Jonquil, Dawson, Golden Dream, and Orange Queen) Today's best-known commercial yellow, producing spikes of gratifying stretchiness, carrying 5-6 round, plain-petalled florets of a medium-deep yellow color with a tiny spark of red deep in the throat. Spotlight is an outstanding cutter and shipper and filled a long-felt need when it was introduced.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Starlet** ★★ ★★ (200) (Baerman, 1944) (80 days) ((Zona x Baby Decorah) X Queen of Bremen) Starlet is the best-known white miniature — a supremely graceful little glad, whose tiny, frilly, snow-sculptured blooms seem to perch like white butterflies on the thin, wiry stems. This bewitching little beauty is invaluable for wedding decorations and small table arrangements. A perfect cutter, producing uniformly tall miniature buggy-whip stems. We rate all the miniature glads only two dots for cut-flower value because so few florists are discriminating enough to appreciate their worth, which is really high. On page 45 is a classic arrangement of Starlet in an inverted "hat" vase.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .25)

**Sterling** ★★ ★ (566) (Harris, 1950) (85 days) (Elizabeth the Queen x Rangoon) From the originator of Florence Nightingale and Dolly Varden comes this lavender-purple version of Elizabeth the Queen. Sterling opens 8-10 extra flat-open ruffled blooms of the heaviest substance. Not entirely free from flecking, it is nevertheless a choice and unusual flower.

(L 1-1.25; 10-10.00) (M 1-1.00; 10-8.00)  
(S 1-.75; 10-6.00) (Blbts. 10-.50; 100-3.50)

**Stormy Weather** ★★ ★ (480) (Barrett, 1947) (80 days) (Ivy Robertson x Elizabeth the Queen) The vicissitudes of color printing have given us an excellent illustration of this fine smoky on page 28. Like changeable-silk is the subtle combination of rose and grey in this original glad, which has more uniform color if bloomed indoors. Stormy Weather, which opens 8-9 beautifully formed, cream-throated blooms, is definitely one of the finest smokies.

(L 1-.40; 10-3.00) (M 1-.30; 10-2.00)  
(S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

**Strawberry Peach** ★★ ★★

(533) (Salbach, 1944) (85 days) The finest glad Carl Salbach ever introduced! This voluptuous beauty is a gorgeously ruffled, melting buffy-pink of unbelievable substance. We cut spikes of this last summer so lusciously beautiful that everyone who saw them simply raved over them. A sumptuous glad, whose fine form makes it stunning in arrangements.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .35)

**Summer Snow** ★★ ★ (300) (Fischer, 1949) (85 days) (Angelica X Sweetheart x Incense) The whitest of all white glads is Summer Snow—a virginal, glacial white whose snowiness extends even to the throat and stamens. Summer Snow produces the most uniform, spire-like flowerhead imaginable, each with 7-9 lacily

ruffled blooms open at a time. A great show winner. Unfortunately bulbs of this fine variety appear subject to disease.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. 30)

**Sundance** ★★ (412) (Almey, 1949) (85 days) ((Golden Goddess x Orange Sovereign) X (Rosemarie Pfitzer x Orange King)) Bud-counters will chortle at this church-spire yellow which opens 8-10 small round florets on spikes carrying 22-24 buds. Sundance is bound to rate high with judges long on mathematics and short on art. For myself, I am unable to go overboard for it, though I acknowledge its value as a cutter and also, perhaps, for hybridizing.

(L 1-.60) (M 1-.40)  
(S 1-.25; 10-2.00) (Blbts. 6-.25; 50-1.50)

**Sunday Best** ★★ ★ (566) (Pletcher, 1950) (80 days) Light rose-pink, paling to a throat of white and cream. This delicate pastel improved with us last summer, though we would still classify it as 460. Pictured on page 29.

(L 1-1.00; 10-8.00) (M 1-.60; 10-5.00)  
(S 1-.35; 10-2.80) (Blbts. 10-1.00)

**Sunlight** ★★ ★ (416) (Spiller, 1946) (85 days) (Margaret Fulton x Hercules) Exceptionally bland and waxy is the texture of this heavy-substanced deep buff, or, as some might call it, light orange. Sunlight is the only important seedling to come from Margaret Fulton.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**Sunspot** ★★ ★ (417) (Roberts, 1945) (80 days) (Picardy x Gloriola Seedling) Light buff with a soft reddish blur in the throat, Sunspot opens 8-9 round florets on very formal spikes. Not as striking as Pactolus, Manchu, or Sparks, but nevertheless quite popular and a great prize-winner at shows.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.35) (Blbts. Pkg. .30)

**Sweet Sixteen** ★★ ★★ (440) (Fischer, 1951) (75 days) (Sport of Beauty's Blush) The dream-girl of the glad world, a fresh-toned, angelic pink that is destined for tremendous popularity. As a sport of Beauty's Blush, Sweet Sixteen shares the same magnificent growing habits, the same ease of growth from bulblets, the same capacity to throw five-foot spikes right down the row, each carrying, on bamboo-like stems, 7-9 open florets. You would have to look a long ways to find a finer cutter. Although listed with the pure pinks in our graphic color index, Sweet Sixteen is a trifle cooler than Friendship, but not enough so to go in the rose-pink section. Without ruffles, Sweet Sixteen nevertheless has such beautifully rounded florets, such a serene styling, such perfect placement that like Beauty's Blush, which it exactly duplicates in form, it constitutes a criterion for plain-petalled beauty. A close approximation of the color of Sweet Sixteen is to be found in our color plate on page 24. As I noted in the description of Friendship, only three varieties in this catalog received a four-star, four-dot rating from every one of the fanciers and growers who sent me their ratings. Friendship was one. Sweet Sixteen was the second variety which was unanimously voted the top rating. For that to happen a glad must be outstandingly fine. You will be more than delighted with Sweet Sixteen!

(L 1-1.00; 10-8.00) (M 1-.75; 10-6.00)  
(S 1-.50; 10-4.00) (Blbts. 10-1.00; 100-8.00)





A Starker Arrangement of **WHITE LACE** with Pansies, and Violas, and Gladiolus and **Dicentra Eximia** Foliage.

**Tarawa** ★★☆☆ (436) (Palmer, 1946) (80 days) (Regent x Corona) Ornate is the word for Tarawa! This sun-drenched scarlet acquires distinction from the distinct thumb-mark of velvety crimson bisected by a white line found in the throat of every luxurious floret. Tarawa throws a magnificent flowerhead with 8 open and with abundant stretch (see page 21) but lacks length in the "handle". Nevertheless, it is a sensationally beautiful scarlet and a prime favorite with all who grow it.

(L 1-.20; 10-1.50) (M 10-.80)  
(S 10-.50) (Blbts. Pkg. .30)

**The Rajah** ★★☆☆ (570) (Jack, 1951) (85 days) ((Picardy x Rosemarie Pfitzer) X King Lear) Resplendent new purple rival of King David. The Rajah opens 8 beautifully ruffled round florets of heavy substance and lustrous sheen on spikes with gratifying stretch. Color is very similar to Lancaster but it is a richer and more striking variety.

(L 1-1.00) (M 1-.70)  
(S 1-1.35) (Blbts. 2-.20)

**The Roan** ★★☆☆ (485) (Pruitt, 1949) (85 days) We cut scores of truly magnificent spikes of The Roan last summer. This glad is one of my top favorites though, theoretically, it shouldn't be. The color, light red when seen at a distance, proves upon closer inspection to be deep red interlaced with veinings of white. It's more beau-

tiful than it sounds! In addition, the heavy substance, lavish ruffling, and "knuckles" in the throat give it surpassing beauty of form. The Roan is as handsome as it is unique.

(L 1-.25; 10-2.00) (M 10-1.00)  
(S 10-.60) (Blbts. 20-.25; 100-1.00)

**Tivoli** ★★☆☆ (460) (K. & M., 1947) (85 days) (Greta Garbo x Mesdag) The third glad in our list which was **unanimously** rated four-four by the growers and fanciers replying to my questionnaire was Tivoli—and most deservedly so! (Interestingly, the three top favorites—Friendship, Sweet Sixteen, and Tivoli—are all **pure-pink**, which most people consider the most beautiful of colors.) Tivoli opens 7-9 clean-cut, beautifully-spaced florets of an exquisite pure-pink color on spikes about five feet tall. A splendid grower and an unbeatable cutter. Strongly recommended.

(L 2-.25; 10-1.00) (M 10-.60)  
(S 10-.30) (Blbts. Pkg. .25)

**Trail's End** ★★☆☆ (566) (Ficht, 1949) (85 days) Neyron rose with pale yellow throat describes this larger version of Betty's Choice. Our picture on page 28 is not sufficiently rose to be strictly accurate. Although this glad is somewhat veined, like The Roan, it is of value because of its unusual color.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.25; 10-2.00) (Blbts. 5-.25; 100-4.00)

**Treasure Island** ★ ★ ★ (540) (Lins, 1947) (90 days) (Rosa van Lima x California) This light salmon-pink opens 6-7 round blooms on massive flower-heads. Treasure Island is not especially distinctive but has a hearty constitution. A good commercial.  
(L 1-.25; 10-2.00) (M 1-.20; 10-1.60)  
(S 2-.20; 10-.80) (Bibts. 10-.25; 100-2.00)

**Twinkles** ★ ★ ★ (232) (Butt, 1948) (70 days) (Harlequin x Crinklette) A provocative little pixie of a glad whose intense ruffling and gaudy yellow and bittersweet orange tones make it a gem for sophisticated arrangements. Highly popular.  
(L 1-.50; 10-4.00) (M 1-.35; 10-2.80)  
(S 1-.25; 10-2.00) (Bibts. 8-.25; 100-3.00)

**Washington:** "Your handling of my order was two-hundred percent satisfactory."—J.H.D. Tucker.

**Nebraska:** "All the bulbs from Noweta Gardens have been very satisfactory; hence repeat orders from year to year."—Mrs. Nick Carstensen.

**Ontario:** "I might say that this is the third consecutive year Mr. Ficht and I have ordered together and that we have been pleased with your new ones, most particularly Wedgwood, Heart O'Gold, Little Gold, and Bonfire."—H. W. Clark.

**Illinois:** "I surely like your 1950 introductions; in fact, I like all of your introductions that I have, which total 33 without the ten new ones for 1951."—Wm. C. Martin.

**Indiana:** "I have found that one can't go wrong when ordering from you."—Mrs. Moine Kef-faber.

**New York:** "Your bulbs and the blooms from them were outstanding. I have never been so entirely satisfied."—Robert Fietz.

**Tennessee:** "I appreciate very much the quality of the bulbs as well as your generous overcount."—Dr. W. T. Henderson.

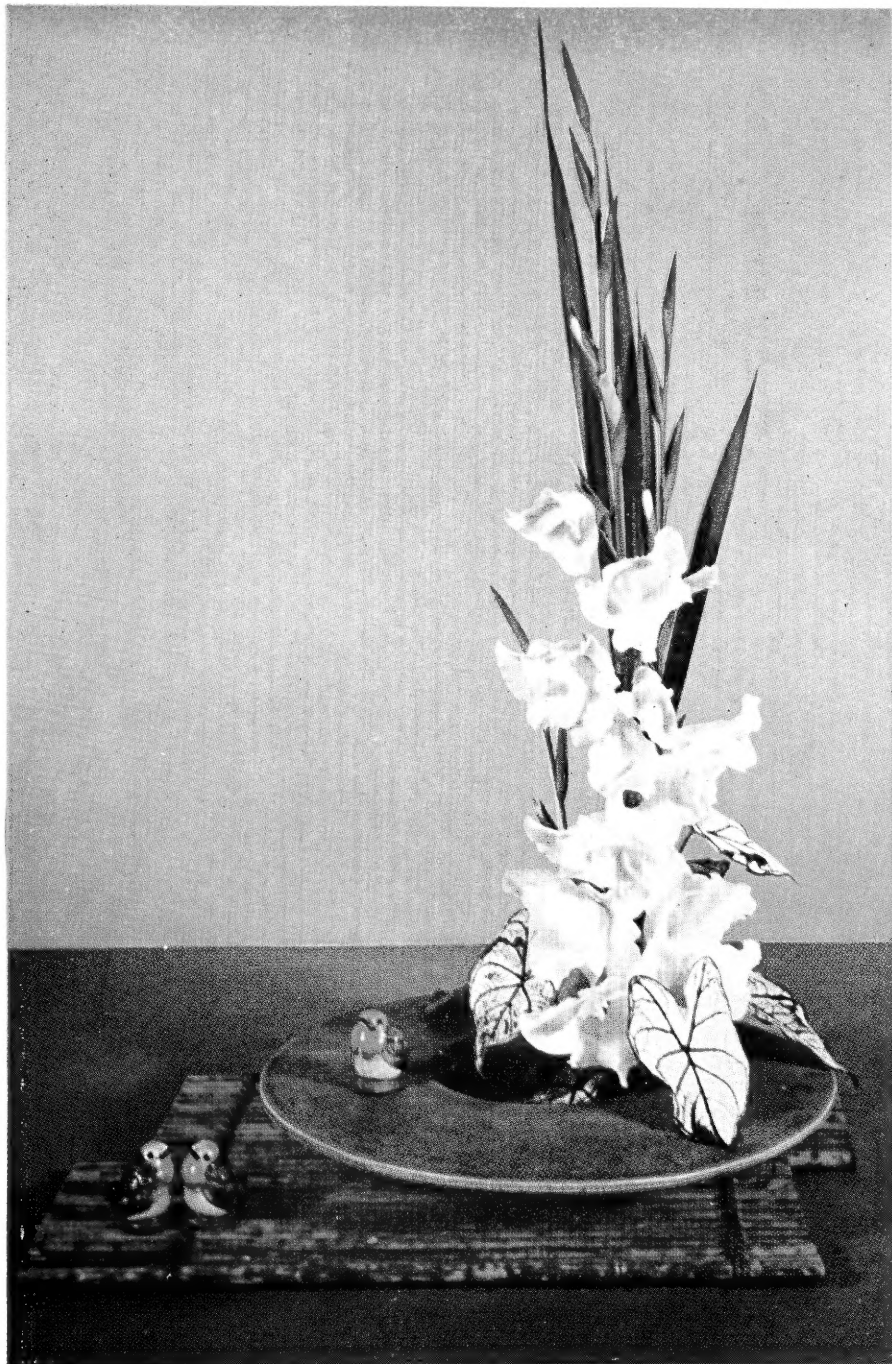
#### ABOUT VASES

The vases used by Mr. Starker in his arrangements were obtained at various florist shops and department stores with the exception of the one on page 35 and the inverted "hat" on this page. These are hand-made vases made to order by the Ro-Mar Pottery of 309 N.W. Grayson Road, Portland 1, Oregon. The price of the vase on page 35 is \$8.50 and of the "hat", \$7.50. If interested in securing duplicates of either of these vases, or of other Ro-Mar vases, please write the Ro-Mar Pottery direct.

**Vanguard** ★ ★ ★ (501) (De Groot, 49) (70 days) Vanguard is a larger, whiter version of Salman's Glory and has a more distinctive spear in the throat. Vanguard spikes do not seem to be affected with that magnetic pull that seems to draw Salman's Glory heavenward, each straight as a ramrod, one or ten thousand. Slow propagator thus far.

(L 1-.75; 10-6.00) (M 1-.50; 10-4.00)  
(S 1-.35; 10-2.80) (Bibts. 2-.25; 100-4.00)

**Velvet Mantle** ★ ★ ★ (454) (Fischer, 1949) (85 days) (Dr. Hoeg x Black Opal) Next to Dark David and Red Velvet, this is the outstanding maroon in our fields. Velvet Mantle varies somewhat in the number of florets it will open—5-9 being typical. An excep-



A Starker Arrangement of STARLET with Small Caladium Leaves and Gladiolus Foliage.

tionally tall grower with real buggy-whip spikes. An unusually graceful glad with an especially lustrous sheen inherited from Dr. Hoeg (which imparted it also to Bonfire). Velvet Mantle makes a stunning basket. (L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 4-.25; 10-.50) (Blbts. Pkg. .30)

**Venida** ★★ (460) (Milo, 1947) (85 days) ((Mauve Magic x Minuet) X Minuet) An orchid-rose glad opening 7-8 florets on a formal, two-row spike. There is a small, sharp cream blotch in the throat. Cool weather makes Venida prone to fleck considerably. Pictured on page 28. (L 1-.50) (M 1-.35) (S 1-.25) (Blbts. 10-.50)

**Victory Queen** ★★★ (430) (Wilson, 1945) (95 days) (Mrs. Richard McGovern x Christobel) Party-dressed in flounces and frills is this luscious salmon-pink with yellow throat. Not as glamorous as its daughter, Gorgeous Deb, but still one of our best salmon glads. Pictured on page 28. (L 2-.25; 10-1.00) (M 10-.60) (S 10-.35) (Blbts. Pkg. .25)

**Wayfarer** ★★★ (460) (Butt, 1949) (85 days) (Picardy X (Mibloom x Incense)) We believe you will like this clean-cut, fresh-toned salmon-pink with distinct throat blotch of cream. An excellent and consistent spike-maker. Wayfarer gave an excellent account of itself with us last summer. (L 1-.40; 10-3.00) (M 1-.30; 10-2.40) (S 1-.20; 10-1.50) (Blbts. 10-.25; 100-2.00)

**Wedgwood** ★★★ (366) (Fischer, 1947) (70 days) (Lavender & Gold x Seedling) This utterly charming ruffled lavender pictured on page 39 can only be called a miracle of beauty. The heavy substance, gorgeous ruffling, chaste throat, and fine wiry stem make Wedgwood the arrangement glad par excellence. Our color picture is a little too pink, Wedgwood being a true lavender blending to an ivory throat.

Wedgwood grows consistently 55 inches tall opening 5-8 four and one-half inch blooms. There is no tendency to produce shorts. In respect to color of foliage, Wedgwood exhibits about the deepest blue-green in the field.

Dr. Cason of Tennessee, who for several years wrote the annual comprehensive summary of varieties for the December *Bulletin* of the North American Gladiolus Council, in his summary of both 1949 and 1950 included Wedgwood in his "Ten Best Glads of the Year".

Even fanciers who prefer the giants fall for Wedgwood! If you grow glads solely for the enjoyment of your family and friends or for cut-flowers, do not overlook Wedgwood. It opens ideally in water and cuts well from small and medium bulbs—important traits of a good commercial. The last Symposium places Wedgwood, a 300 size variety, second in the commercial lavender class—next to Elizabeth the Queen.

(L 2-.25; 10-1.00) (M 10-.60) (S 10-.35) (Blbts. Pkg. .30)

**White Challenge** ★★★ (501) (Arnett, 1947) (90 days) (Euides x Picardy) Pictured on page 17 is this enormous white with rose suffusion in the throat. White Challenge will produce a flowerhead a yard long, rivaling Dolly Varden for size. Placement is a trifle awkward. (L 1-.25; 10-2.00) (M 2-.25; 10-1.00) (S 10-.60) (Blbts. 10-.25; 100-1.50)

**White Christmas** ★★ (500) (Fischer, 1948) (80 days) (Myrna X (Maid of Orleans x White Ribbon)) I can no longer conscientiously push this snow-sculptured beauty because of the increased temperamentalness which it displays. Though it is still winning awards at the shows and though we still receive testimonials in praise of its classic beauty, I would prefer to see those who want a gorgeously ruffled white buy the newer Mother Fischer or Florentine, both of which consistently produce massive flowerheads with excellent stretch. This is probably the last year we shall list White Christmas. If it does well in your locality, stock up now! (L 2-.25; 10-1.00) (M 10-.60) (S 10-.35) (Blbts. Pkg. .30)

**White Goddess** ★★★ (500) (Roberts, 1948) (80 days) (Myrna x Heritage) This lovely ruffled white seems to grow better each year. White Goddess throws five-foot spikes with considerable consistency. A high-class white and a good commercial prospect. Pictured on page 20. (L 1-.25; 10-2.00) (M 1-.20; 10-1.50) (S 2-.25; 10-1.00) (Blbts. 12-.25; 100-1.50)

**White Lace** ★★★ (300) (Fischer, 1951) (70 days) ((Elizabeth the Queen x Lavender and Gold) X Starlet) We believe that this is the most beautiful small-flowered white glad in existence (although we have had to raise it to the 300 size classification). White Lace is a glorified Cupid, which is saying a good deal since Cupid is very much glorified itself! But White Lace has the substance of an Easter Lily plus exquisite ruffling so intense it produces that puckered effect in the throat called "knuckles"—found only in a very few glads of lavishly beautiful form. White Lace is a honey for arrangements (see Mr. Starker's gem on page 44). If you want a glad that is absolutely tops for wedding decorations and choice make-up work, depend on White Lace. I don't know of another variety which produces as many bulbets, and they also grow well. (L 1-.50; 10-4.00) (M 1-.35; 10-2.80) (S 1-.25; 10-1.50) (Blbts. 8-.25; 100-2.50)

**White Symphony** ★★ (500) (Webb, 1951) (80 days) A vigorous snow white variety that opens up to eight ruffled florets with good attachment. A good grower and propagator but it needs acclimatizing here. (L 1-1.50) (M 1-1.00; 10-8.00) (S 1-.50; 10-4.00) (Blbts. 3-.40; 10-1.25)

**White Wave** ★★ (500) (Fischer, 1951) (85 days) (Parentage lost) This lightly ruffled white will open about six six-inch blooms on spikes over five feet tall. An easy grower with foliage about three-inches broad. It does not have as high a type of beauty as Mother Fischer but is still much worth while. White Wave tied with two other varieties in the N.A.G.C. trial grounds for top rating in 1950. (L 1-.50; 10-4.00) (M 10-.35; 10-2.80) (S 1-.25; 10-1.50) (Blbts. 8-.25; 100-2.50)

**Yellow Herald** ★★ (411) (K. & M., 1947) (70 days) We depend on Yellow Herald a lot for our early cutting. One hundred bulbs will give you more salable spikes than any variety I know—a most productive variety. The flower, a medium toned yellow, is not sensational, but satisfying. (L 2-.25; 10-1.00) (M 10-.60) (S 10-.35) (Blbts. Pkg. .25)



# Graphic Color Index

(With page numbers)

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|                     | Yellow Herald | 46 |
|                     | Gene          | 26 |
|                     | Babs          | 14 |
|                     | Autumn Moon   | 13 |
|                     | Retta Jo      | 40 |
|                     | Sparks        | 42 |

|                        |                |    |
|------------------------|----------------|----|
| <b>LIGHT ROSE-PINK</b> | Andrena        | 13 |
|                        | Sunday Best    | 43 |
|                        | Beauty's Blush | 14 |
|                        |                |    |

|                        |                 |    |
|------------------------|-----------------|----|
| <b>LIGHT PURE-PINK</b> | Blessed Damosel | 16 |
|                        | Skyway          | 42 |
|                        | Lipstick        | 31 |
|                        | Seashell        | 40 |
|                        | Evangeline      | 23 |
|                        | Conn. Yankee    | 19 |

|                        |                 |    |
|------------------------|-----------------|----|
| <b>LT. SALMON-PINK</b> | Cordova         | 19 |
|                        | Pandora         | 36 |
|                        | Boise Belle     | 16 |
|                        | Treasure Island | 45 |
|                        | Ethel Cave Cole | 23 |
|                        | Heart's Desire  | 30 |
|                        | Phantom Beauty  | 37 |
|                        | Pasteline       | 36 |
|                        |                 |    |
|                        |                 |    |

|                     |                 |    |
|---------------------|-----------------|----|
| <b>LIGHT SALMON</b> | Bo-Peep         | 16 |
|                     | Deborah Sampson | 22 |
|                     | Nordic Queen    | 3  |
|                     | C. D. Fortnam   | 18 |
|                     |                 |    |

|                   |                |    |
|-------------------|----------------|----|
| <b>LIGHT BUFF</b> | Pactolus       | 36 |
|                   | Sunspot        | 43 |
|                   | Arethusa       | 13 |
|                   |                |    |
|                   |                |    |
|                   |                |    |
|                   |                |    |
|                   |                |    |
|                   |                |    |
| <b>CREAM</b>      | Cream Orchids  | 19 |
|                   | Leading Light  | 31 |
|                   | LaValle        | 31 |
|                   | Columbia       | 19 |
|                   | Sincerity      | 42 |
|                   | Salman's Glory | 40 |
|                   | Vanguard       | 45 |
|                   | Leading Lady   | 31 |
|                   | Spindrift      | 42 |

|                               |                 |    |
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| <b>WHITE WITH ROSE THROAT</b> | Freedom         | 26 |
|                               | White Challenge | 46 |
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| <b>SNOW WHITE</b> | Mother Fischer | 33 |
|                   | Summer Snow    | 43 |
|                   | White Symphony | 46 |
|                   | White Wave     | 46 |

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| <b>WHITE WITH SCARLET THROAT</b> | Margaret Beaton | 33 |
|                                  |                 |    |

|                                |                |    |
|--------------------------------|----------------|----|
| <b>WHITE WITH CREAM THROAT</b> | Lady Anne      | 30 |
|                                | Cupid          | 19 |
|                                | F. Nightingale | 23 |
|                                | White Goddess  | 46 |
|                                | Starlet        | 43 |
|                                | White Lace     | 46 |

|                                 |                 |    |
|---------------------------------|-----------------|----|
| <b>WHITE WITH YELLOW THROAT</b> | Heart O'Gold    | 30 |
|                                 | Mt. Index       | 34 |
|                                 |                 |    |
|                                 |                 |    |
|                                 |                 |    |
|                                 |                 |    |
|                                 |                 |    |
| <b>CREAMY WHITE</b>             | Eureka          | 23 |
|                                 | Snow Princess   | 42 |
|                                 | Silver Wings    | 42 |
|                                 | Florentine      | 23 |
|                                 | White Christmas | 46 |
|                                 | Athene          | 13 |
|                                 |                 |    |





**SPECIAL OFFERS on the Most Popular Pure-Pink of All-Time:  
FRIENDSHIP**

Pictured Above as Arranged by Carl Starker in a 16" Blenko Vase. All Collections POSTPAID.

|   |         |
|---|---------|
| HOME GARDENER'S COLLECTION: 10L, 10M, 10S (\$2.90 value) for.....                   | \$ 2.50 |
| SMALL CUT-FLOWER COLLECTION: 10L, 50M, 100S, ½ Pt. Blbts. (\$13.00 value) for.....  | 8.00    |
| LARGE CUT-FLOWER COLLECTION: 25L, 100M, 250S, 1 Qt. Blbts. (\$33.00 value) for..... | 25.00   |